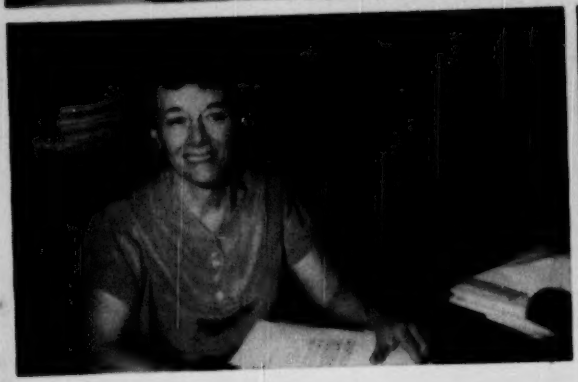
Starchroom



FOR THOSE WHO WANT THE BEST IN SHIRTWORK, WITH THE SMOOTHEST FINISH AND THE MOST COMFORTABLE FEEL TO BOTH COLLAR AND BODY THAT CAN BE PRODUCED IN VOLUME

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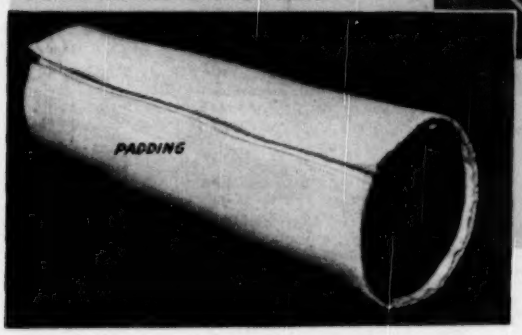
"One Time Around and the Roll is Padded"

"Easy to Install"



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Wondress Pads are made of cotton laundry padding knitted with a jute burlap backing to prevent stretching of padding and to maintain uniform padded thickness on the ironer rolls at all times. This makes ironer rolls perfectly round, without "humps," and enables the linen to travel through the ironer at a uniform speed. A strong, 2-ply duck lead cloth is knitted to each pad to prevent slipping on ironer rolls.

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An illustrated folder containing full information for the correct installation of WONDRESS PADS is included with each set.

ORDER WONDRESS PADS FROM YOUR LOCAL SUPPLY JOBBER

Manufactured by Southern Mills, Inc., and guaranteed to meet flatwork ironer manufacturers' specifications for padded roll diameters.

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Starchroom LAUNDRY JOURNAL

ABC

WAYNE WILSON
editor

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READER'S GUIDE

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AN EDITOR'S MEANDERINGS

IF a person will let himself go, it is possible to get a little optimistic about business conditions for the balance of 1950. There is an abundance of evidence that things are not too bad.

Without calling in the economic experts, but by just reading the papers and other sources of general information you can get downright relaxed. For instance there were 110,000 new homes started in the month of March, bringing the total for the first three months to 270,000. If only ten percent of these home owners are laundry customers, that is quite a few.

Another little ray of hope is the automobile and truck production. In spite of the Chrysler strike, production averaged more than 100,000 units a week for the first three months of this year. If that rate of production is continued, the total for the year will exceed the 1949 mark by a million. These vehicles are not being made to fill warehouses, they are being sold. Just the interest and insurance on that many car sales means a lot of money circulating in local markets.

A financial page writer says that television sales will run over five million sets this year, for a dollar volume of a billion and a half. So everyone spends his money on television and has nothing left over—well, anyway they can't buy washing machines with the same dollars.

According to the annual Macfadden estimate there were 2,600,000 more families earning above $3,000 a year in January 1950 than there were in 1949. Over 400,000 of these are in the above $5,000 group. No matter how bad the income taxes are, and they are bad, it looks as if there are plenty of fellows who have not given up trying to prove that you can get ahead in this country.

General Electric reports that production of several items is at record high. Refrigerators are being made at a higher rate than that of any previous year, 1941 having been the champion year up to now. G.E.'s first quarter statement was just about par for the course. It would be hard to imagine having a better one.

Just to prove all of this is not just a flash in the pan, even births are running at a high rate. Last year almost reached the phenomenal figures of 1947. There were 3,729,000 new citizens born, making the total for the four post-war years just under 15 million. That is a lot of new customers coming along.

And did you know that home washing machines did not have a good year in 1949? There were over a million fewer machines made in that year in comparison with 1948. The total for '49 was 3,100,000, according to *Electrical Merchandising*.

All right, we'll admit that farm income and department store sales are down, but in comparison with pre-war years they still look good. You are right, the international political situation will keep you awake nights if you let it, and some of the local indications are not soothing, but in spite of those things, you can't explain away the above bits of sunshine.

—*Wayne Wilson*

STARCHROOM LAUNDRY JOURNAL, May, 1950. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 160 W. Chestnut St., Lancaster, Pa., U. S. A. **Executive and Editorial Offices:** 304 E. 45th Street, New York 17, N. Y. Subscription rates: United States, $3.00 and Canada, $3.50 per year. Foreign, $4.00 per year. Single copies: U. S., 35 cents; Canada and foreign, 50 cents; except for Guidebook issue which is $1.00 per copy. Volume LVII, No. 5. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., Under the Act of March 3, 1879.

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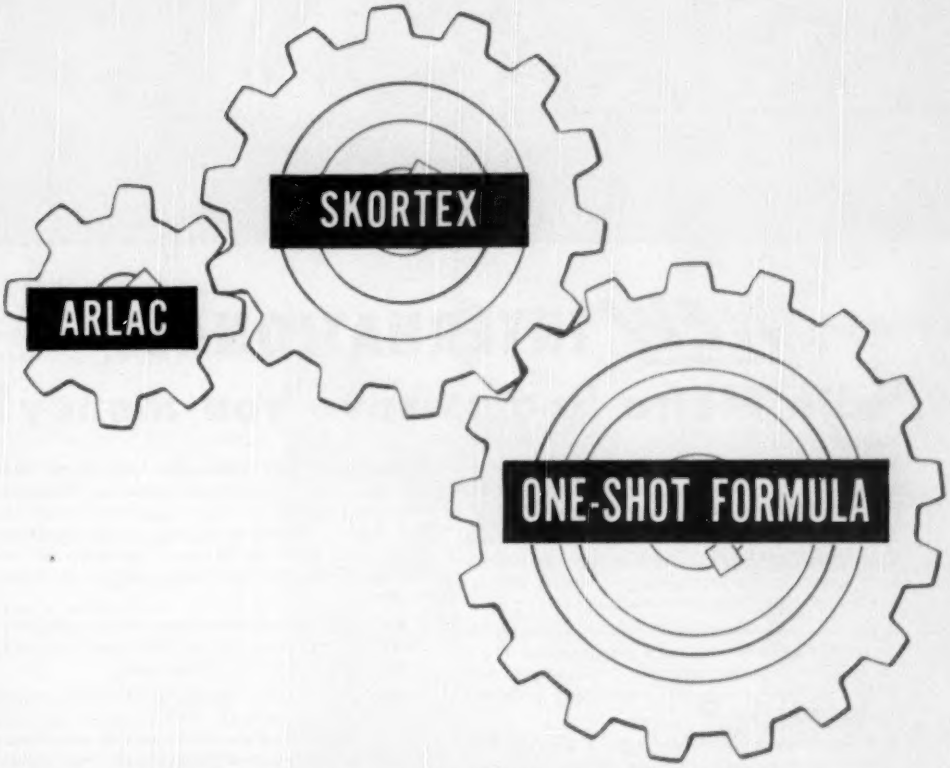
This new combination

steps up WASHING POWER



Here is a unique washing formula that's geared to the current need for top-quality work and lower washing costs. Known as the Wyandotte "one-shot" formula, it produces cleaner, brighter cottons with only one addition of supplies to the washwheel — instead of three or more.

The one-shot formula consists of two specialized products — *Wyandotte Arlac*, an "activating" compound with extremely high soil suspension and whiteness retention properties, and *Wyandotte Skortex*, a powerful but gentle promoted synthetic detergent.

When added at the break, these two products provide lasting soil-removing power that carries over through the bleach operation. (Bleach is added as usual but that is all.) Then, after the first hot rinse, cold water alone may be used for rinsing.

Hundreds of plants have adopted the one-shot formula because (1) it is quick and easy to use, (2) it reduces the cost of supplies and eliminates waste, (3) it permits cold water rinsing and cuts fuel costs, (4) it makes for more efficient use of man power and (5) it assures high-quality work — greater whiteness retention and less tensile strength loss.

Your Wyandotte Representative will be glad to give you all the facts on washing with the one-shot formula. Why not call him today?

"Skortex" Reg. U. S. Pat. Off.

Wyandotte Chemicals Corporation
Wyandotte, Michigan • Service Representatives in 88 Cities

Wyandotte
REG. U. S. PAT. OFF.

Whether you deliver shirts or skirts . . .

NEW INTERNATIONALS

with *Metro bodies save you money!

Here are 7 reasons why the announcement of new versions of America's most popular multi-stop delivery truck is good news to your pocketbook:

1. New Metro body improvements. Wider front doors, lower floor height, more interior height – Metro body improvements throughout cut loading and unloading time and effort to a minimum.

2. New driver conveniences. New conveniences for the driver mean a better job done for the owner. These conveniences include maximum visibility, easy ventilation control, comfortable seating, and simplified driving control location.

3. New maneuverability and ease of steering. New Metro models thread more easily through traffic, turn in the shortest practical turning circles – thanks to the new steering system and wider-tread front axles.

4. New smart styling. You'll like the looks of the new Metro. New functional styling throughout adds to the unit's advertising value as well as to its usefulness.

5. New Silver Diamond Engine. This new valve-in-head power plant represents a $10,000,000 investment by International in better engine performance. It will pay off for you in new power and economy.

6. New heavy-duty engineered International chassis. Every new International multi-stop chassis is heavy-duty engineered to save you money. This means that the same values that have kept International first in heavy-duty sales for 18 straight years can now cut the cost of your delivery operation by cutting maintenance.

7. New models. Now there are 6 models ranging from 5,300 to 10,000 pounds gross vehicle weight. Metro bodies are 7¾, 9½, and 12 feet long.

Add to this all the traditional Metro advantages and, any way you figure it, you'll be money ahead to find out *more* about new Internationals with Metro bodies. See your nearest International Truck Dealer or Branch.

*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

International Harvester Builds
McCormick Farm Equipment and Farmall Tractors
Motor Trucks . . . Industrial Power
Refrigerators and Freezers

Tune in James Melton and "Harvest of Stars"
NBC, Sunday afternoons

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INTERNATIONAL HARVESTER COMPANY CHICAGO

NEW "Hedd-Iron"

Irons 20 feet of ruffled curtain heading in ONE minute

Amazing New Machine Pays for Itself in 30 to 90 days

You'll actually do the work of six hand ironers with this perfect gem of a machine.

You won't have to turn away heading curtain business now—because you can now handle curtains easily, quickly, simply.

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TRY at OUR risk

Hundreds of satisfied owners tell us Hedd-Iron does a spectacular job. We're so sure that under most conditions Hedd-Iron will prove itself superior for you that, for a limited time, we're placing it in a selected number of plants on an approval basis. You have nothing to lose and everything to gain when you try Hedd-Iron—it will cost you not a penny if you don't feel it will more than pay its way. Take advantage of this liberal trial offer backed by our written guarantee.

TODAY—

get complete information without cost

Jobber Inquiries Invited

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Rush me full details on your trial offer for Hedd-Iron in our plant. We understand this places us under no obligation.

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Superior Shirt Finish assured with

HEADS CANNOT BE MARRED BY ZIPPERS • SNAPS • BUTTONS

LUXURIOUS-LOOKING, SMOOTH FINISH

- Stainless steel heads, together with Troy's patented cam action, provide the perfect finish to shirts and other apparel. You and your customers will notice the difference!

THREE TIMES HARDER THAN ANY OTHER PRESS HEADS

- *The only complete answer* to finishing shirts and other apparel with buttons, snaps, or zippers. Stainless steel heads can't be scratched or pitted.

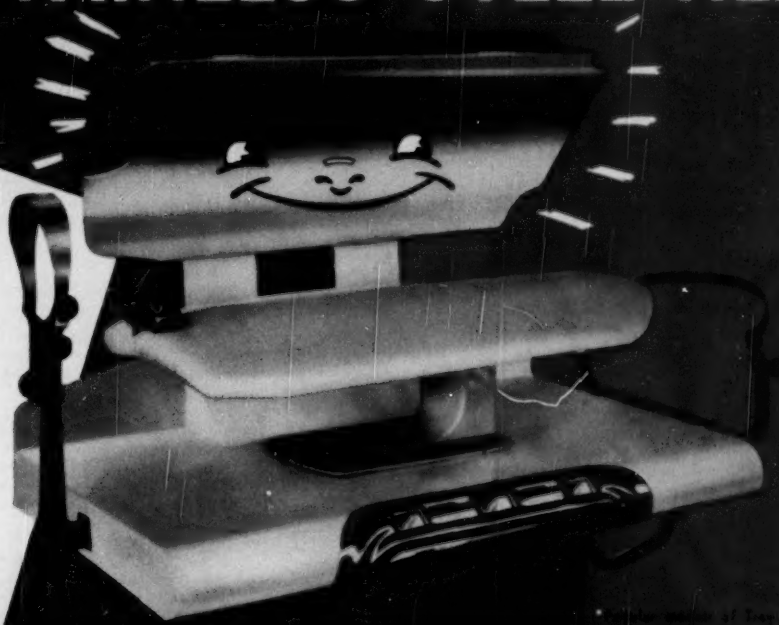
WON'T DULL IN APPEARANCE WITH AGE

- Troy stainless steel heads are corrosion-proof. Their brilliance is not affected by laundry-room dampness!

ROCKET-HIGH QUALITY

ROCKET-FAST OPERATION

STAINLESS STEEL HEADS*



*Regular models of Troy Rocket Presses are furnished with chrome steel heads at no additional charge.

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LAUNDRY
PRESSES

SEND FOR FREE CATALOG

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DIVISION OF AMERICAN MACHINE AND METALS, INC., EAST MOLINE, ILLINOIS
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For power, for value, for every job
THEY'RE GREATER THAN EVER

Year after year the nation's truck users buy more Chevrolet trucks than any other make. For every kind of trucking job they prefer Chevrolet power and Chevrolet value.

Now, Chevrolet's two rugged valve-in-head engines give more power than ever. Advance design, solid construction and low prices give Chevrolet more value than ever.

Prove it to yourself. See the new Chevrolet P·L Trucks. Check them for popularity, performance, payload and price. In 1950 they are more than ever America's best truck buy!

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICH.

LEADING WITH ALL THESE PLUS FEATURES:

• TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the Improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy action engagement • SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that Breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

CHEVROLET

P*L*

ADVANCE-DESIGN TRUCKS

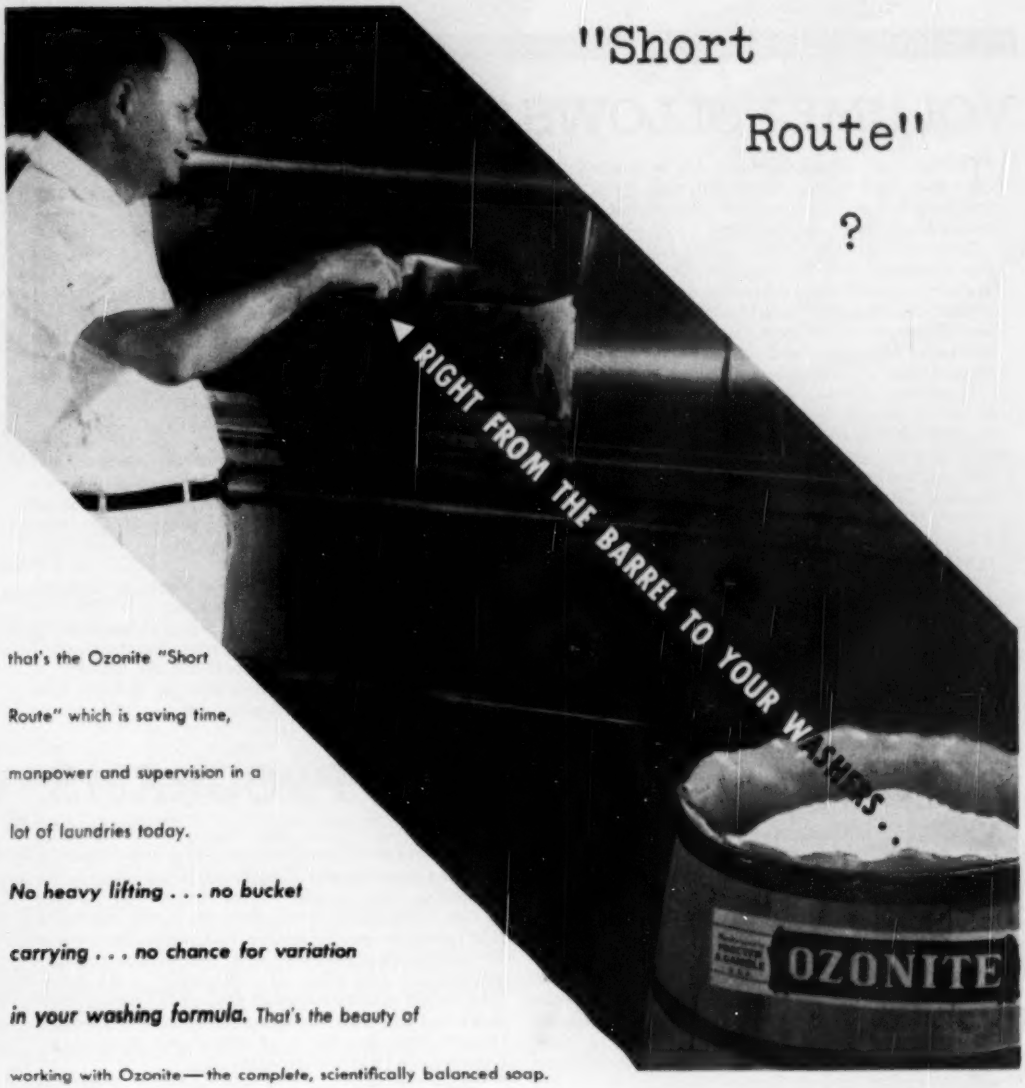
P*opularity L*eaders
Chevrolet trucks outsell all others. In every postwar year truck users have bought more Chevrolets than any other make—proof of the owner satisfaction they have earned throughout the years.

P*erformance L*eaders
The new Chevrolet P·L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

P*ayload L*eaders The rugged construction and all-around economy of Chevrolet P·L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

P*rice L*eaders From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value, all add up to the lowest price for you.

Have you tried the Ozonite "Short Route"?



that's the Ozonite "Short Route" which is saving time, manpower and supervision in a lot of laundries today.

No heavy lifting . . . no bucket carrying . . . no chance for variation in your washing formula. That's the beauty of working with Ozonite—the complete, scientifically balanced soap.

You'll get top quality washing day in and day out when you start using Ozonite. You can prove it with a month's trial.

OZONITE

CINCINNATI, OHIO

Procter & Gamble

Starchroom Editorial

VOLUME FOLLOWS SALES LEADERSHIP

TODAY all laundryowners are concerned with sales, and rightly so. In fact, sales must always be the responsibility of management regardless of the sales curve at any particular time.

Observation of the laundries that are doing the best job of selling their services reveals two things that seem to separate these plants from the less successful ones. Of these two it is difficult to say which comes first or which is the most important. They are (1) a consistent sales plan, and (2) the personal enthusiasm of the owner in creating laundry sales.

In contrast to these, too many laundryowners react to falling volume by starting some kind of sales activity without thinking the program through to its conclusion. They may insert newspaper advertising, buy time on the local radio station, or hold a routeman's meeting. Little regard is given to the message to be told by these media, but results are expected immediately. If the response to the sales efforts is not up to expectations—which were vague in the first place—the programs are canceled and something else is tried. As a result the media are condemned.

To be successful any sales program must be carefully thought out and planned with consideration of the volume needs of the plant as well as the influence of the media on a particular potential market. It must be an integrated program, one that ties together all the sales efforts so that each is supported by the other, thus creating the greatest impact for the effort and cost expended.

The other feature of successful selling is the enthusiasm and sincerity of the person directing the sales efforts. In the average laundry this means the owner. He must have a zeal beyond just a desire to fill his laundry with volume. It is up to him to have the spark that will inspire sales efforts.

The routeman who is attempting to sell laundry service runs into all kinds of objections as to why the housewife cannot or will not buy. These include everything from the excuse that she hasn't time to talk to him to specific reasons why she wouldn't think of patronizing his laundry. He is human and after just so many of these he begins to doubt his own story, the customers have outsold him. But no matter what frame of mind the routeman gets into, the laundryowner must be able to convincingly re-sell him, time and time again.

There may be times when the most optimistic person gets discouraged. In these instances, it is better to take the fishing rod out for an airing rather than to permit the sales force to get the idea that there might be a good reason for not patronizing the laundry. A defeatist attitude is contagious and can quickly ruin what was once a good sales gang. ●

CUSTOMER RELATIONS PROGRAMS

RECENTLY at lunch several of us were discussing the results of customer relations programs with which we had had contact as buyers. Almost everyone at the table was able to relate an incident in which a seller had a good program, but had failed to follow through after the sale was made.

These were not all laundry stories—some of them were about large businesses. One man told of making a purchase of a substantial piece of home equipment (you're wrong, it was not a washer), and after it was installed and paid for, he received a nice letter from the president of the manufacturing company welcoming him to their "happy family of users." The product had been purchased through a local dealer whose installation had been faulty.

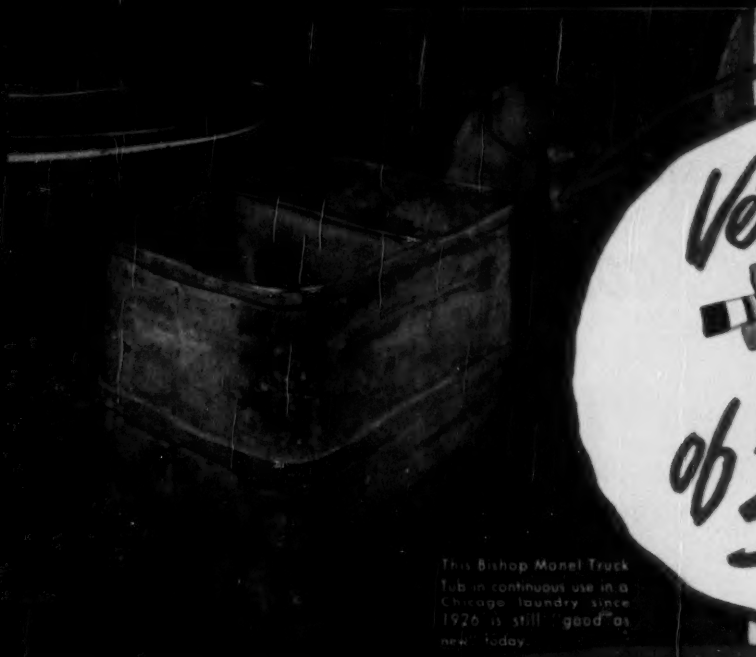
With his tongue in his cheek this buyer accepted the invitation of the president to "drop him a line if everything was not just to his satisfaction." In a short time he received an answer assuring him that his difficulty would be immediately corrected. The only trouble was that the firm garbled the customer's name, the letter did not come from the city in which the executive offices were located, and in a lower corner was a notation revealing that this was form letter "C" number 123.

The result was that whatever good-will had been created by the original letter was lost, and the manufacturer was included in the ill feeling that originally had been directed toward the local dealer.

Another story concerned an automobile dealer's service department. In this case the buyer was using this particular garage for the first time. The car was not ready when promised, and the service manager did call and offer a logical explanation for the delay. They failed a second time to deliver the car on time, and when the customer called about it, they admitted that the work had not been started. All of which inconvenienced the owner a great deal.

While the customer was still unhappy about the transaction, he received a printed card thanking him for the business and assuring him that the management was so happy to be able to serve him. In this case they would have been better off if they had not sent the card, had said nothing.

These things may seem insignificant, but they influence the buyer. If you do have a customer relations program that follows up new customers, complaints, quits, special requests, etc., check the procedure and see that it is consistent with the policy of the plant. If you don't have one, start it realistically, and let it build up naturally to where it becomes an honest customer relations program. ●



This Bishop Monel Truck Tub in continuous use in a Chicago laundry since 1926 is still "good as new" today.

Veteran of 23 years Service

and good for 23 more

FOR SAFEST, EASIEST LOWEST COST HANDLING OF THE WASH

Lifetime Monel TRUCK TUBS

Buy NOW AND YOU'LL Save FROM NOW ON

BISHOP Truck Tubs outlast all other trucks because they're made of strong, tough MONEL to take the roughest treatment year-in and year-out. Monel can't rust or corrode; can't spot or stain the wash . . . is not affected by any washroom chemicals or supplies. Monel's shiny surface stays smooth, never develops roughness or splinters to snag fabrics and hands. BISHOP Truck Tubs are heavily built, properly balanced, handle with greatest ease on 5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends. For dependability, service, safety and long-run economy, invest in BISHOP Monel Truck Tubs today. Your first cost is your last. Available in two sizes.

Rounded Corners for Easy Unloading

B2-5 (#2) 22"x34"x25" deep. Shpg. wt. 145 lbs. $149.50
B2-13 (#3) 26"x36"x25" deep. Shpg. wt. 165 lbs. $159.50
(Equipped with steel-tread wheels. Rubber tread wheels available at additional cost.)

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Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

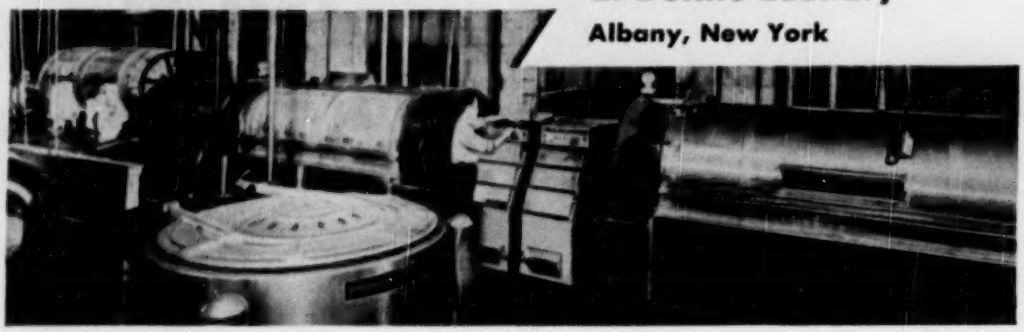
BISHOP CO. CHICAGO MANUFACTURING INC.

Mechanizing with MONEL...

Increases Washroom Output 40%

at DuRite Laundry

Albany, New York



Three men run this modern, automatic washroom. *It used to take six.*

And four American machines of Monel* now turn out 40% more work than the nine old-fashioned machines they replaced!

Yet these are not the only advantages that DuRite Laundry gets from mechanizing with Monel.

Savings All Around

DuRite today is using 30% less supplies, 20% less steam and 20% less power. They are saving $1,000 a year on water. And their three new 42" x 96" *Cascade* automatic unloading washers with "Companion Controls," plus their single new 54" Notrux extractor (that saves as much as 21 man-minutes each load) take only half as much floor space as their old equipment.

Mechanize for Mass Production

You, too, can turn out more work — more rapidly and more economically — by changing over to push-button washroom operation. For here's how it helps you . . .

First, by unloading automatically in less than a minute, a Cascade Automatic Unloading Washer actually saves about 9 minutes' time and labor each load.

Next, Cascade washing control eliminates up to 59 costly, time-wasting manual operations on *every* load. Only three simple jobs are left for your washmen to handle; automatic controls take care of everything else.

Your entire washing cycle is mechanically controlled. You save supplies. You have shorter runs. You get uniform quality washing — *every time.*

Monel Means Protection

With Monel, you never worry about rust stains or corrosion. A solid Nickel Alloy, Monel can't rust. It resists corrosion by soaps and built detergents, stands up against alkalis and starches, dilute bleaches and fluoride sours. Your washer cylinders and extractor baskets stay smooth, always free of pits and rough spots.

Stronger and tougher than structural steel, Monel equipment is not only long-lasting but economical to operate. It keeps turning out work year after year, seldom needs more than routine inspection and maintenance.

To the proved advantages of Monel, add the *extra* benefits of a fully mechanized washroom — *and you have a doubly efficient combination.*

*Reg. U. S. Pat. Off.

START RIGHT NOW!

MECHANIZE with MONEL

EMBLEM OF SERVICE

INCO

TRADE MARK

THE INTERNATIONAL NICKEL COMPANY, INC.

67 Wall Street, New York 5, N. Y.

COVER GIRLS

By JOHN J. DUNN

In Which We Focus Attention on Four Important Women—And It's High Time

FOR the staff of STARCHROOM the cover of this issue is a labor of love, a righting of an old wrong, a "plaque in print" to four women who have contributed an aggregate of over 90 years of service to laundry organizational work. Our cover girls—and they will be recognized by thousands of plantowners—are Miss Gertrude French of the Massachusetts Laundryowners' Association, Miss Lydia Casselmann of the New Jersey Laundry and Cleaning Institute, Miss Myrtle T. Lawler of the American Institute of Laundering and Miss Marian J. Oddo of the New York State Laundryowners Association.

This is a labor of love because we appreciate the services these women have done for their membership and for us. In covering conventions we have snapped hundreds of pictures of officers, directors, speakers, audiences and sometimes an executive secretary, but the secretary's secretary always seems to be beyond camera range. (She's at the registration desk while everyone else is being blinded by flash bulbs.) It's high time this wrong were righted.

Then there is the matter of plaques and testimonial scrolls. Through the years some type of framed or mounted award has come to be the traditional method of expressing group appreciation. ("Hold the plaque in your left hand, shake hands and smile at the camera.") This publication is not in a position to present testimonials, but we hope the ladies will accept our front cover as a gesture of a similar nature.

Of the four women who have been too long ignored in the national press, Miss Gertrude French of the Massachusetts Laundryowners' Association is the oldest in point of service. (At this point it should be recorded that in counting up the years these women have devoted to their groups, our calculations indicate all of them must have gone to work shortly after graduating from nursery school.) Miss French joined the Laundryowner's Bureau of Boston in 1917, six years before the Massachusetts Laundryowners' Association moved into the office in 1923. During her 32 years with these groups, Miss French has worked under four different general managers.

Miss Lydia Casselmann has been with the New Jersey Laundry and Cleaning Institute for 22 years and over that period she has pretty much lost her last name. With laundrymen and allied trades representatives she is known simply as "Miss Lydia." In preparing to make an introduction many a man has searched frantically through his memory for her last name only to realize that he never had known it.

The American Institute of Laundering has a number of people with a long record of service at the Joliet, Illinois, headquarters, but the woman at the top of the list is Miss Myrtle T. Lawler. The present supervisor of the transcribing and filing departments joined the group 21 years ago when the office was located in LaSalle, Illinois. Miss Lawler is best known to the membership through her work at the national conventions. Besides working at the registration desk, she manages the myriad details of the teas, tours and other special events arranged for the women.

The fourth member of our quartette is Miss Marian J. Oddo who has been active with the New York Laundryowners Association for over 15 years. One of Miss Oddo's most conspicuous talents is a rather phenomenal memory for names and faces. (We suspect that her boss depends on her to tip him off on calling the right people by the right names—but we can't prove it.)

It will be noted that nowhere in this account have we mentioned the names of any of the officers of the groups that employ our cover girls. This was a deliberate omission. In the long years to come we'll report plenty of conventions and take more pictures of officers, directors and speakers. As before, the Misses French, Casselmann, Lawler and Oddo will work unseen behind the scenes. We may never include them in a picture again, but this month we have them in the limelight and it is only fitting that we reserve the stage for them alone. ●

HOUSEHOLD FOR

Linen Supplier Through Use of

Above Left: Special display truck attracts much comment and interest. Below: Testimonial ad features economy and convenience of linen rental

IN December 1944, STARCHROOM LAUNDRY JOURNAL published an article by Victor Kramer entitled, "The Complete Story of Household Linen Supply." In that report the prediction was made that among other postwar problems, the New York laundry industry would find itself facing competition from household linen supply businesses operated by large-scale linen supply companies. Today, six years later, it has come to pass.

The New York housewife can now rent anything she needs in the way of household linens at a cost that will not exceed normal laundry charges and without having any investment in inventory. She has the choice of several companies to serve her, and she can deal through a neighborhood store or have a routeman come to her door.

Obviously there are several variations of the methods used by the companies in this business, but basically they serve the same purpose. The seller of the service provides sheets, pillow cases, bath towels, bath mats, kitchen towels, hand towels and table linen of good quality to the housewife for a fee sufficient to cover cost of replacement, laundering, and sales promotion. The initial investment runs from $25 to $35 for each dollar of sales. Some companies use a direct replacement of item for item, and others operate on a package basis. In the latter, each customer's order is packed and wrapped at the plant and the routeman delivers the clean package and picks up the bag of soiled linen.

One of the relative newcomers who has successfully entered this field is Linens of The Week, Inc., a subsidiary of Modern Linen Supply, and is managed by Murray Gordon. This company started in the household linen business in 1948, and has made a place for itself in a short period.

Before entering this highly competitive field the management of Linens of The Week made a comprehensive study of the household business. With their years of experience in the linen supply business they were not concerned about the costly inventory required, the laundering of the work, or the control of their stock in this new undertaking. It was decided that this service lent itself best to a package operation, rather than a one for one. It was established as an operating policy that routes would be used for distribution rather than stores. After these operating methods were formulated, sales promotion received the undivided attention of the management.

An advertising agency was called in, a budget was set up, and a presentation was worked out. The program called for newspaper space and radio to be used as the general media for the original announcements as well as for the continuing sales message. It was the firm's ambition to find and use the best way to inform the most people about their service in the shortest possible time and to do it economically.

One unusual sales promotion idea that was used effectively was a special truck. It was a conventional stand up-type with windows on each side of the body. Behind the windows were displayed the various items available through Linens of The Week. As the routeman made his calls this attractive display truck attracted the attention of the pedestrians.

Not only were the routemen paid on an incentive basis, but the customers were incorporated into the sales program and were awarded points for supplying the names of prospective customers. These points in turn were good for premiums that any housewife would like to have. There was an adequate selection available for varying point totals, so that an ambitious customer could earn some very nice additions to her home equipment.

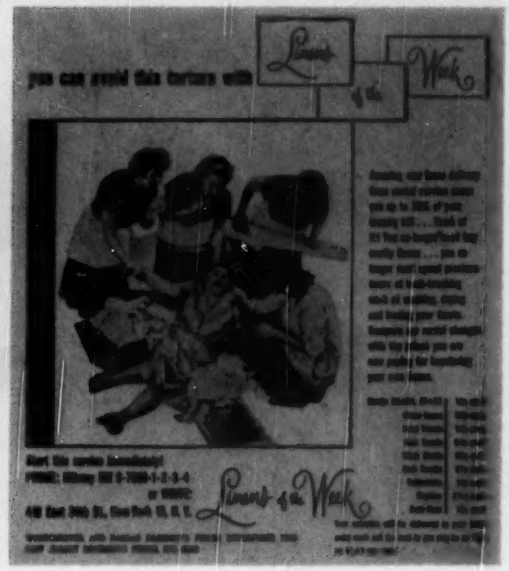
The copy appeal of the newspaper ads varied: some were based on convenience, some on economy, and some

LINENS RENT

Breaks Into New Market
Well Planned Promotion

By WAYNE WILSON

Right: A newspaper ad appealing to the lady who does her own laundry. Below: Wrapping procedure insures an accurate count and neat packages



were of the testimonial type, using stage stars as attractions. A few of the ads carried price, but after the service was established this was dropped.

Mailing pieces and bundle inserts were developed. Some of these were slanted to present customers, showing them how satisfactory this service was to use, and others were prepared for new customers. The art work and copy were designed to create a light, clever theme for all the printed matter.

The product, or service was not overlooked in all this sales promotion effort. First the linen was well washed and finished, then it was carefully folded and stacked, and a consistent policy of neat packaging was enforced.

The packaging was a three-man job. The first operator assembled the items called for by the shipping order, the second man checked the package against the slip, and the third man was responsible for the wrapping. Tinted kraft paper and gummed tape made the outside appearance of the orders attractive.

The shipping order was made out by the driver when he listed the items picked up from the customer. This list was the customer's next week's supply. If he picked up two sheets, four pillow slips, and four bath towels one week, he returned the same number of those items the following week.

In the short time of two years Linens of The Week has established itself as a factor in the rental business. Volume has shown a consistent increase during this period.

Competition Aspect of New Service

The picture of the success of household linen rental would not be complete without some comment on the competition. The price of family laundry service in the New York market is not uniform, but the average for a fluff dry bundle is 10 pounds for $1.75, and 13 cents a pound for any over 10. Assuming that the average bundle weighs 17 pounds, it costs the customer $2.66, or an average of 15.6 cents per pound.

An average sheet weighs a pound and a half, so if the customer sends it to the laundry she pays a little over 23 cents to get it washed and finished, and it is her sheet that she is wearing out. If she buys all finished service of some kind, the cost of laundering her sheet is even more, in some cases amounting to more than 30 cents.

On the other hand, some people have a definite aversion to using linen that is not their own, as the pride of ownership is a powerful influence. This is not as hard to overcome as might be expected. The service simply points out to these prospects that every time they stay in a hotel, no matter how fine it is, they use linen that has been used by other people.

Household linen rental has a market in the metropolitan areas. It is growing and other cities besides New York have been opened to this service in recent months. As long as it finds acceptance in one market, other cities will have an opportunity to buy this service. Some laundryowners feel that it will only succeed in the largest cities where there is a large semi-transient population. There are indications that when the proper sales appeal is used, homeowners as well as apartment dwellers welcome the opportunity to take advantage of household linen rental. Granted, the percentage of sales to home owners today is not as high as it is to those who live in apartments. ●

To attract the passing motorist, Dixie Laundry is well marked with neon signs. Front of plant is faced with green tile. Displays in front windows do not interfere with view of shirt unit. Area available for parking is about 35 feet deep

BACHELOR BRANCH

Kentucky Laundry Uses Drive-In to Process List Work and Tap New Family Bundle Market

By JOHN J. DUNN

THE Dixie Laundry on the outskirts of Covington, Kentucky, represents one laundryowner's successful attempt to combine the quick service advantages of a drive-in plant with the low investment and multiple service benefits offered by a drive-in store.

A large proportion of the country's laundries—and some of the best operated, for that matter—are established in pretty scrubby neighborhoods. For the strictly route or multiple-store operation, location in a low rent district does afford the advantages of immediate access to a suitable labor force, but it also incorporates the disadvantage of meager cash-and-carry volume in the plant store. In these circumstances a laundryowner who hopes to tap new sales from a drive-in market normally thinks of two alternatives: build a complete new plant near a traffic artery or erect a drive-in call office in a similar location.

Either approach may be difficult or impossible. The construction of a new plant is a beautiful dream, but seldom practical. Although drive-in branch stores have proved highly profitable in a number of instances, the innate problems in this type of outlet are serious enough to force any laundryowner to look before he leaps. Where a drive-in replaces a conventional branch store, costs may be expected to zoom from 50 to 150 percent. Without the special service facilities of on-premises operation, the outlet has no sales appeal except convenience plus a cash-and-carry discount.

Midway between the self-contained drive-in plant at the one extreme, and the simple call office at the other, C. Lisle Kays has chosen a middle course with the new Dixie Laundry, a plant which handles pressing and bachelor bundles while funnelling the rest of the work to one of Mr. Kays' two other Covington plants. Actually these two laundries are situated in fairly desirable locations, although neither has access to a traffic stream comparable to the 50,000 people who daily pass the Dixie site.

The new laundry, which was opened for business in July of last year, is housed in a building 45 feet wide and 60 feet deep. Excluding real estate, the equipment and remodeling of the premises represents an investment of approximately $18,000. The present layout is both compact and elastic. The area at the front of the plant assigned to the two-girl shirt unit is adequate to accommodate a second finishing unit. The open-end washer and extractor are both rated for 25 pounds, but Mr. Kays intends to double his washing capacity when volume warrants expansion. A movable marking booth is used in the identification department and the com-

NO MORE INDIVIDUAL NETS for FLATWORK RE-WASH!

EXACTO FLATWORK RE-WASH CONTROL TICKET

If....

1. If You Aren't Pulling ALL Flatwork Re-wash Pieces...
2. If You Don't Like Getting Less Than Full Coverage on the Apron With Individual Nets...
3. If You're Disturbed Because You're Not Getting the Correct Pieces into the proper waiting bundles...
4. If You Don't Like the Needless Stop-&-Go on you Ironer...
5. If You Don't Like Apron Cost...
6. If You Want to Overcome the Confusion of 20 Bundles with 20 Pieces...

Then EXACTO Flatwork Re-Wash Control Tickets ARE *Your Answer!*

BECAUSE: **You Can Deliver the best quality with these SEVEN SIMPLE STEPS**

1. Use Exacto Re-Wash Control Tickets
2. If one piece is pulled for re-wash, take a one-piece tag for the pulled piece and the waiting bundle (the last digit on the tag number determines number of pieces) The same is true of 2's - 3's - 4's, etc.).
3. The automatic count EXACTO Re-wash Control Ticket folds over the fabric. Each ticket is designed and numbered so that it can be read from either side REGARDLESS OF FOLD.
4. Staple re-wash tag on pulled piece and then staple waiting bundle with corresponding number as described in step 2.
5. Note that any given number of pieces during a specific period is netted and re-washed as SINGLE OPERATION.
6. All pieces washed during the above operation are passed through the ironer as one bundle.
7. Note that all Exacto Flatwork Re-Wash Control Tickets are a perfect means of identification and that perfect checkout is an absolute reality. Every piece is routed automatically to its waiting bundle.

Perfection Products Co.
805 SOUTH BLVD OAK PARK, ILL.

Try It - At Our Expense
REWASH KIT

We are confident that once you've examined the EXACTO RE-WASH KIT, you'll want to make it a permanent fixture. We'll send you a complete kit postpaid. Each kit contains sufficient tickets to handle 4,000 re-wash pieces.

Send for it today! Each kit complete with fool-proof instructions. Tickets can be in operation in your plant within 30 minutes after their receipt.

Ask us to send you a kit today.
Price..... **$7.50**

GUARANTEED TO SATISFY YOU—
Or Your Money Refunded
IMMEDIATELY!

Scores of Plants Are Already Benefitting From the Use of These Tickets. Ask Us Who?

Profits not equalled with

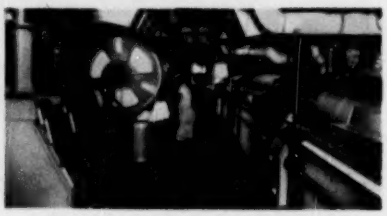
Shepherd Laundries, Houston, Tex., saved 4 men in washroom; 50% soap; 30% supplies; 264,000 gals. water, 455,000 cu. ft. fuel gas and 30 KWH electricity monthly; 50% floor space.

DON'T BE FOOLED. The greatest money-makers for your washroom today are the *American* CASCADE Automatic Unloading Washer with Full-Automatic Companion Control and NOTRUX Extractor. For proof, check savings reported here by these leading, progressive plants which have installed *American* "Automatic Washroom" equipment:

Stapleton Service Laundry, W. New Brighton, N.Y., saved 1 to 1½ men in washroom (production p.o.p.h. increased 78%); 4½ hours on work week; 59% soap; 10% alkali; 18% water.

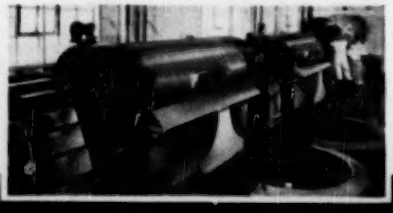
Sanitary Laundry, Oakland, Calif., saved 2 men (33⅓% labor) in washroom; $210 monthly on all washroom supplies; $100 monthly on water; $25 monthly on fuel.

United Laundries, Pittsburgh, saved 4 men (50% labor) in washroom; 4,017 labor hours and 3,090 lbs. soap in 6 months; increased production 122,192 lbs. for 6-month period.



Creamer Wing Laundry, Boston, Mass., saved 22 men in washroom; 4 hours on work week; 50% water; "unbelievable amount" of supplies; increased production 20,000 lbs. per week.

Hayes Park Laundry, San Francisco, saved 3 men (60% labor) in washroom; 35% fuel; 32% power; $56 water monthly; 50% floor space.



For Maximum Profit From Your Investment,

other washroom equipment

Du-Rite Laundry, Albany, N.Y., saved 3 men (50% labor) in washroom; 2½ hours on work week; $1000 yearly on water; 30% supplies; 20% steam and power; 50% floor space; increased production 40%.

Llewellyn Laundry, Louisville, Ky., saved 2 men (50% labor) in washroom; 25% soap and supplies; 25% water, fuel and floor space.

Best Grand Laundry, Indianapolis, Ind., saved 4 men (35% labor) in washroom; 81% supplies; 26% water; 33% floor space.

Star Laundry, Savannah, Ga., saved 2 men in washroom; 33⅓% water; 5% of all washroom supplies; 10% floor space.

New England Laundry, Hartford, Conn., saved 4 men (57% labor) in washroom; 14% soap; 25% alkali; $25 on water and $21 on fuel weekly; 10% power; 33% floor space.

Quality Wet Wash Laundry, Chicago, saved 12 men in washroom; $100 on water monthly; 750 lbs. soap, 1100 lbs. alkali, 180 gals. bleach and 250 lbs. sour weekly; 900 sq. ft. floor space.

• Your *American* representative will arrange for a complete survey of your washroom. It will show the big savings your plant can obtain from *American* "Automatic Washroom" equipment. WRITE us today.

The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

It's the American Automatic Washroom!

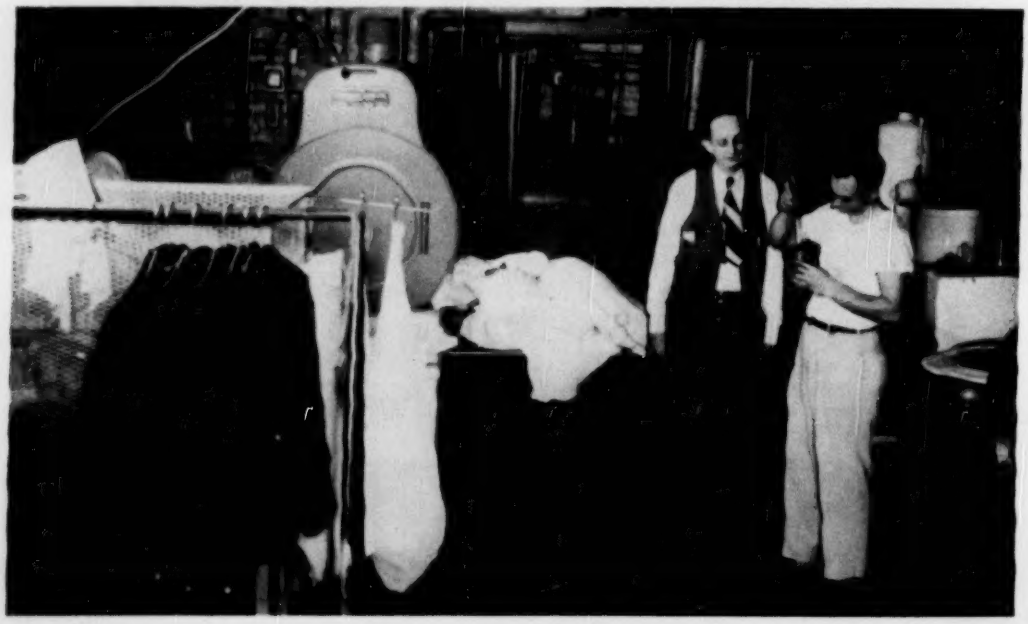
Two-girl shirt unit occupies area at front of plant at one side of call office. As always, view of operation is popular with customers. Desk for records is set up just beyond partition and customer counter is at extreme left

pleted bundles are assigned to movable storage bins. The number of the bin occupied by each package is noted on the store invoice record—a system which eliminates the inevitable waste space that results when storage sections are divided off alphabetically according to customer's name.

Steam and hot water requirements are met by a 12 hp. oil-fed boiler rated for 50 percent overload. A 300-gallon hot water heater is located directly above the steam generator. Bachelor work to be dried is processed in a standard 36-inch tumbler while the wearing apparel is finished on a unit which includes a 52-inch garment press, a yoke press and a hand iron. As yet, Dixie is not equipped with a drycleaning unit, but the plant does include a utility press and a spotting board available for removing stains encountered during finishing.

The operations of the laundry are carried on by six employees. Similar to most small plants, job assignments are not strictly departmentalized, but the division of the labor force is pretty much as follows: two shirt finishers, a combined washman and manager, a marker-sorter who also handles drycleaning finishing, a utility

C. Lisle Kays, owner of the plant, observes while plant manager makes washing test. Washer and extractor are at right with marking booth at left. In background, hot water heater is mounted above steam generator



How to find the smartest merchants in town...

There are merchants in every town who stand out. You'll find imagination in their window displays . . . showmanship in their sales promotion . . . persuasiveness in their advertising. You'll also find they know the value of being represented in the 'yellow pages' of the telephone directory.

It's smart business to advertise in the 'yellow pages'. It's an ideal way to guide prospects to your laundry business. *Nine out of ten shoppers use the 'yellow pages' for buying information.* YOUR name, address, telephone number and sales message in this popular buying guide will work for you at *all* hours, *every* day.

Get full particulars today about this important potential source of laundry business.

AMERICA'S BUYING GUIDE FOR OVER 60 YEARS

For Further Information, Call Your Local Telephone Business Office.

Supreme "Petal Smooth" Starch

gives clothes a velvety finish with minimum effort!

● The unusual quick-boiling and fast penetrating action of Clinton Laundry Starches saves valuable time—reduces high overhead expenses.

That's because Clinton Laundry Starches are planned, processed and manufactured to meet top quality standards. These clean, pure, standardized starches contain no chemicals to cause discoloration or weakening of fabrics. Each batch is scientifically formulated and laboratory tested for uniform quality. This assures a velvety smooth finish to your laundered fabrics.

Clinton's Supreme non-congealing Laundry Starch is used at only 8 oz. per gallon to give an outstanding starching job.

Clinton's popularity with America's leading laundries is the result of 16 years of friendly service. Guaranteed performance with every shipment. Order Clinton Starch today! Distributors in all principal cities.

CLINTON 5-L LAUNDRY STARCH CLINTON FOODS, INC. CLINTON, IOWA U.S.A.

Best for shirts, uniforms, aprons, etc. Clean, pure and practically neutral. Packed in 250 lb. drums.

CLINTON LAUNDRITE LAUNDRY STARCH CLINTON FOODS, INC. CLINTON, IOWA U.S.A.

Unusual penetrating action assures superior finishing. Non-congealing. Packed in 250 lb. drums with printed instructions in each drum.

Tops for Laundries Coast-to-Coast!

Clinton Foods, Inc.

CLINTON, IOWA

DELIVERED *at About* 1/2 THE COST *of an Equal Size* METAL WASHER

36" x 54" (SIZE ILLUSTRATED)
All Other Sizes Available

THE WESTERN *Metal-Clad*

Here's a modern laundry washer that makes good investment sense today . . . It's WESTERN-Built and *incorporates the latest operating features* and safety devices. The design gives you the economy of wood construction fortified with stainless steel and brass in cylinder and shell. You get the overall economy of wood but the *Serviceability of Metal in the Vital Wearing Areas.*

The production capacity — the profits you realize takes only about ½ the investment cost of the same size all metal washer. If it's more profit on investment you want—if it's increased capacity you need—send for full details.

Western
Laundry Machinery Company

Manufacturers of Western Dry Cleaning Washers, Extractors & Laundry Washers

432 EAST TENTH AVENUE NORTH KANSAS CITY, MO.

Send full details today on The Western Metal-Clad Washers

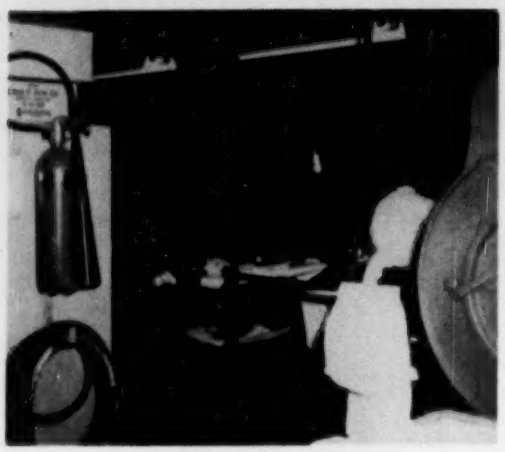
☐ Laundry ☐ Dry Cleaning Size.....

Name.....

Address.....

City..... State.....

View of cleaning utility press and wearing apparel unit. Drycleaning unit will be installed in building addition immediately behind this section. Although experience is limited as yet, plant has found bachelor bundle volume follows closely peaks and slumps of drycleaning sales



presser whose principal task is wearing apparel, and a combination bookkeeper and counter girl. In the busy season a seventh employee is assigned to a small pick up station directly across the highway from the plant. This station allows customers inbound to the city to drop off bundles without crossing traffic.

The price level at Dixie is the same as those at Mr. Kays' other two plants, except that no discount is given for cash-and-carry. In a laundry of this size and type the Covington operator figures his break-even point at about $500 a week. The plantowner reports that the drive-in began to show a profit after six months of operation. Today about 65 percent of dollar sales is contributed by bachelor work, 22 percent by drycleaning and 13 percent by family bundles. Mr. Kays estimates that all the family work is new business while all but 10 or 15 percent of the list bundles represent a previously untouched market. Higher volume in drycleaning may be expected with the future installation of a drycleaning unit, since potential demand for faster cleaning service was indicated recently by an excellent response to a newly inaugurated 30 minute pressing service.

After mapping out the middle way, the adroit Mr. Kays and his "bachelor branch" are rolling along at a smooth and accelerating pace. ●

B. I. E. DAY IN HARTFORD

By WAYNE WILSON

TODAY most businessmen, laundryowners included, wring their hands and complain that, politically, no one loves them. They alibi that any effort they make to change the political trend is not only unpopular, but feeble to the point of futility, so they continue to fret and accomplish little.

In contrast to that attitude a movement has started in several communities to do something constructive and effective, something besides the printing of dull tracts on the advantages of the good old days or on what is wrong with America today. This movement has appeal and interests influential people.

One of the groups which has used this positive program is the Hartford Chamber of Commerce. They saw the success of similar programs in other cities, none as large as Hartford, so they developed their own Business, Industry and Education Day. To make the day successful the Board of Education cooperated by dismissing the public schools for the day, releasing the youngsters, and turning the faculty and staff over to the Chamber members.

More than 60 businesses participated by volunteering to be hosts to groups of teachers. These included manufacturers, department stores, newspapers, banks, insurance companies, and one laundry-drycleaning establishment, the New England Laundry Company. Twenty-eight teachers, some of whom had requested the laundry visit, spent the entire day at the plant.

The building, layout, location, and personnel of the New England are ideally suited for such an occasion. The building is modern, a large portion of the equipment is new since the war, the productive layout is on one floor, and the staff are proud of their plant and its facilities.

The distinguished guests started to arrive at 8:30 in the morning, and all were present by nine. They assembled in a meeting room near the offices of the laundry and were welcomed by Arthur Stevens, president of the New England. He told them of the ownership and management organization of the laundry and outlined the plans for the day. Following this short meeting, the guests were divided into three groups, each provided with a competent guide, for a leisurely, thorough tour of the plant. By starting the groups at different places in the plant, there were no problems of confusion and congestion. Each operation was explained and its rela-

New England staff members, left to right: Dart Brewster, John Brennan, Arthur Stevens, Byron Lawrence, Alfred Daignault, and Robert Stanley

***Erustocide* BRIGHTENS COLORS**

Combines with dyestuffs in fabrics to form a color "lake," which remains fast as long as fabrics are left on the acid side.

***Erustocide* KEEPS BUNDLES ODOR-FREE**

Combines with traces of soap to form a mildly antiseptic stearate. This imparts a soft handle and feel to fabrics—helps keep bundles fresh and sweet.

***Erustocide* PROTECTS AGAINST MOTHS**

Acts as an effective agent for moth damage control. Gives protection against moth damage right in the souring operation—at no extra cost to you.

Get these 3 extra advantages in just 1 sour

ERUSTOCIDE®

The year-around sour

ERUSTOCIDE is entirely soluble, penetrates to the heart of every load, neutralizes every piece to the desired pH. In addition to all that, ERUSTOCIDE offers you 3 *extra* advantages . . . which make it just about perfect for laundering at any time of year.

Put ERUSTOCIDE to work in your plant. You'll get quick, uniform souring at low cost per load . . . plus many more satisfied customers!

LAUNDRY TIPS

Erustocide souring not only brightens colors, but has sanitary value as well! Clothes whose color or fiber cannot stand up under high temperatures are made practically sterile by a low pH souring bath.

Progressive Chemistry for a Century

PENN SALT

laundry and dry cleaning products

Pensol • Perchloron • Penesone • Erustocide • Erusto Salts • Erusto Blues • Quaker Blue • Quaker Improved Chlorinated Lime • Erustolin • Erustosol • Erusto Solvent • Erusto Filter Soap • Erusto Synthetic Solvent Soap • Erusto-Cotic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Wet Cleaning Soap • Erusticater • Erusto Pre-Spotter • Erusto DDT Emulsion • Erustoinx —Trade Marks Reg. U. S. Pat. Off.
(Also: Penbrite • Energex • Sparkette)

MAIL THIS COUPON FOR FREE SERVICE BULLETIN

Laundry and Dry Cleaning Department,
Pennsylvania Salt Mfg. Co.,
2055 Widener Building, Philadelphia 7, Pa.

Gentlemen:
Please send me a free copy of Service Bulletin No. 8, "How to Choose a Suitable Sour."

Name.....Title .....

Company.....

Address .....

City.....State .....

Top: Some of the B.I.E. Day visitors enjoying the lunch served by the laundry. Above: One of the groups making the plant tour

tion to the production of laundry or drycleaning was shown. The morning was broken by a rest period during which coffee and rolls were served.

No speeches were made during the mid-morning break, but a general discussion between the guides, guests, and management was inevitable. The women teachers had a hard time remembering that they were observing a business and not viewing the operation as housewives and potential customers. The conducted tours were completed by lunch time.

The management of the laundry provided a tasty lunch, served by a caterer. Each place at the tables was set with a large red apple for the teachers, and center pieces of cut flowers added to the attractiveness of the meal.

When the lunch was over and the tables cleared, the chairs were rearranged for the discussion period. The management men of the plant gathered at the head table included Arthur Stevens; Robert Stanley, laundry production superintendent; Alfred Daignault, office manager; Dart Brewster, sales manager; Byron Lawrence, plant engineer; and John Brennan, drycleaning production superintendent.

The first speaker, Arthur Stevens, told his guests about the laundry business, its problems, its accomplishments, and its ambitions. To present the financial end of the business he used a large pie chart, showing the distribution of the sales dollar. The teachers were impressed by the amount of the sales dollar of laundry service that is spent on labor. Then these educators were shown the tax bill for this laundry, and how many of those dollars go to the Federal Government in contrast to the local taxing bodies. It was also pointed out to them how increased costs reduce the company's capacity to hire people and to provide service to the community, and how easy it is for the laundry customer to do her own laundry if the cost is more than she is willing to pay.

Robert Stanley was the next speaker. He told the guests about the personnel needs of the productive department and how its workers are selected and trained. Then Dart Brewster described the selling problems of a laundry and the type of a person who is most successful in laundry sales work.

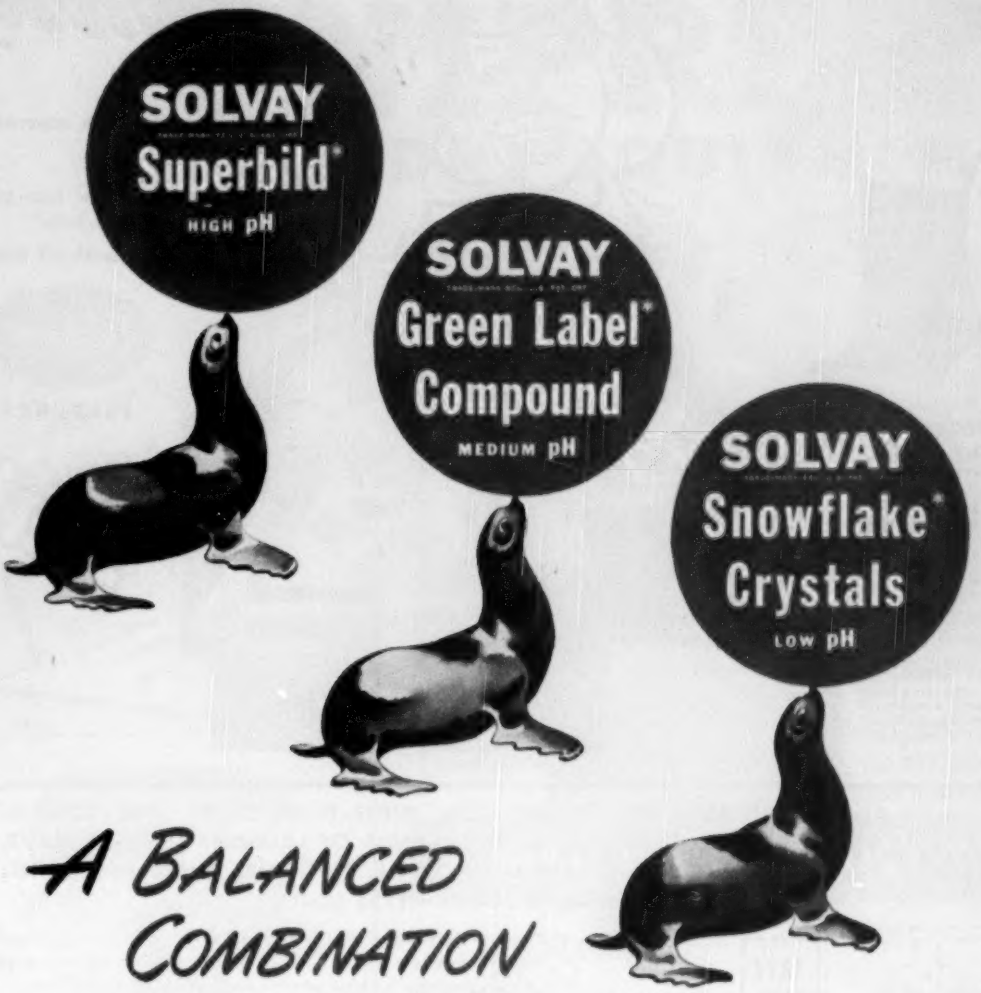
After the other department heads had outlined the workings of their departments, the guests were given an opportunity to ask questions. These queries revealed the teachers' interest in social problems, as their questions started off with inquiries on wages and general working conditions.

One high school teacher asked for suggestions on how to instill responsibility and appreciation in the students. It was one of those exploratory questions that defies a direct answer, but at least it showed the sincere interest of teachers in one of today's important problems.

The final 35 minutes of the day was devoted to showing the film, "Time For Living." These guests enjoyed the picture and appreciated it as a fine piece of visual education.

This kind of a day just doesn't happen; a large number of people put in a great deal of time organizing the details of the undertaking. As a result of anticipating every problem, the teachers were well impressed and sympathetic to the problems of business.

Hartford's first B.I.E. Day was so successful that it is to be made an annual event. Arthur Stevens received several very appreciative letters from his guests, thanking him for the day, and confirming their interest. ●



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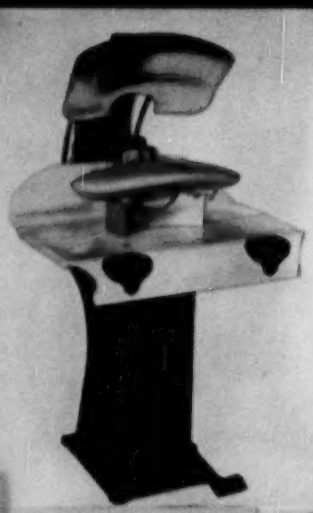


Gliding Gladys Says...

You're

"SURE, Unipress builds a separate yoke press."

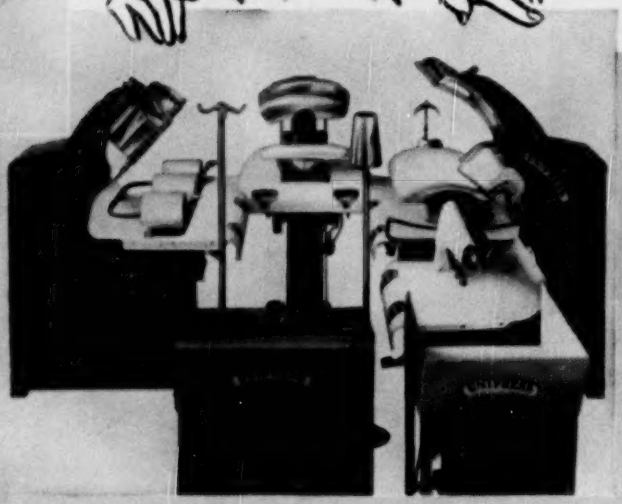
"SURE, Unipress builds a two-girl four press shirt unit."

...with all the

GlideLiner

FEATURES

But.



UNIPRESS YOKE PRESS

For over 15 years, Unipress has built high-production power operated yoke presses for laundries. The model 195Y is used in Unipress three and four girl units and features floating back, gliding action, and fewer moving parts.

UNIPRESS 2 GIRL 4 PRESS SHIRT UNIT

Unipress four press shirt units have been available to laundries for many years. All presses are ruggedly constructed, use fewer moving parts and give long life with minimum maintenance.

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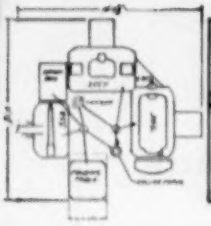
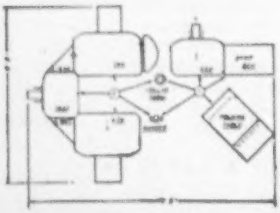
THESE UNIPRESS TWO-GIRL THREE-PRESS SHIRT UNIT ADVANTAGES. DISCOVER AS THOUSANDS OF LAUNDRY OWNERS HAVE, THE MANY ADVANTAGES OF THE TWO-GIRL THREE PRESS UNIT OVER ANY TWO-GIRL FOUR PRESS UNIT!



SAVE up to 32 sq. ft. of FLOOR SPACE



QUALITY FINISHING. Unipress two-girl three press unit produces more top quality shirts. Unipress gliding action always provides the satin smooth finish your customers like.

FLOOR SPACE SAVED. Unipress two-girl three press unit saves up to 32 square feet of floor space.

STEPS SAVED Unipress two-girl three press unit saves over 4,000 steps per day according to recent survey reducing operator fatigue and increasing production.

GREATER PRODUCTION. Fewer steps, less operator fatigue and less drying out of shirts, add up to increased shirt production. Look what extra shirt production means to you:

5 extra shirts per hr. @ 20c per shirt equals $1 per hr, $8 per day, $1,600 per year.

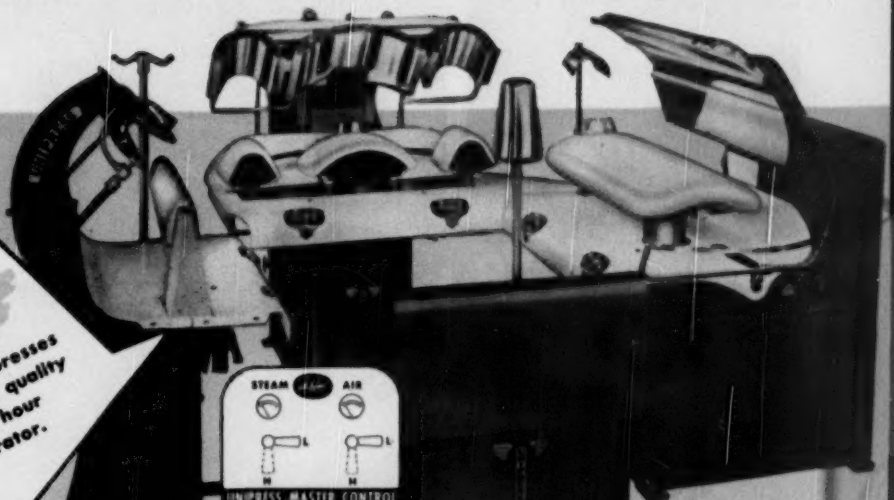
10 extra shirts per hr. @ 20c per shirt equals $2 per hr, $16 per day, or $3,200 per year.

SMALLER INVESTMENT. Unipress two-girl three press unit uses combination collar, cuff, and full yoke press saving the cost of a separate yoke press. This means a smaller investment for you.

IT'S AS SIMPLE AS A B C

why nine out of ten laundry owners prefer the Unipress two-girl three press shirt unit.

always MONEY AHEAD WITH UNIPRESS LAUNDRY EQUIPMENT



WHY PAY FOR AN EXTRA PRESS

...when three presses give you more quality shirts per hour per operator.

UNIPRESS MASTER CONTROL
Irons any regular or sport shirt regardless of material

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2-GIRL 3 PRESS SHIRT UNIT

Model SCCY-B
Irons cuffs, collars, and full yoke.

The famous Model SCCY-B Glide-Liner Combination Press irons collars, cuffs, and full yoke. A scientifically designed press that easily handles up to 90 shirts per hour and completely eliminates need for a separate yoke press. This saves you up to $400 on your shirt unit. The Model SCCY-B Press makes the Unipress two-girl three press shirt unit preferred nine to one.

As simple as A B C when you compare the top quality . . . the floor space savings . . . the saving of steps . . . the reduction of operator fatigue . . . and the increased production.

Everything points to the Unipress two-girl three press shirt unit as being the finest buy today. That's why nine out of every ten Unipress customers prefer the Unipress two-girl three press shirt unit.

You'll agree with the thousands of satisfied Unipress users we are sure after you have made your own comparison.

Step up your production of top quality shirts and lower your operating costs today. Write for your copy of the new Unipress two-girl three press shirt unit catalogue now.

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LINE SHIRT UNITS
2-GIRL SHIRT UNITS
MEASURING APPARELS UNITS
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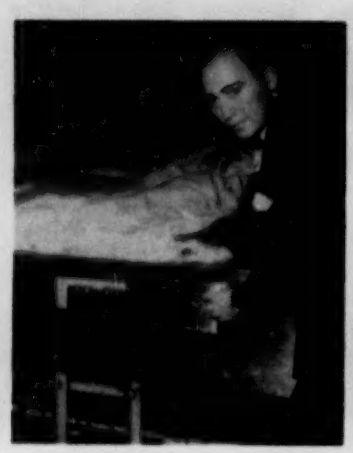
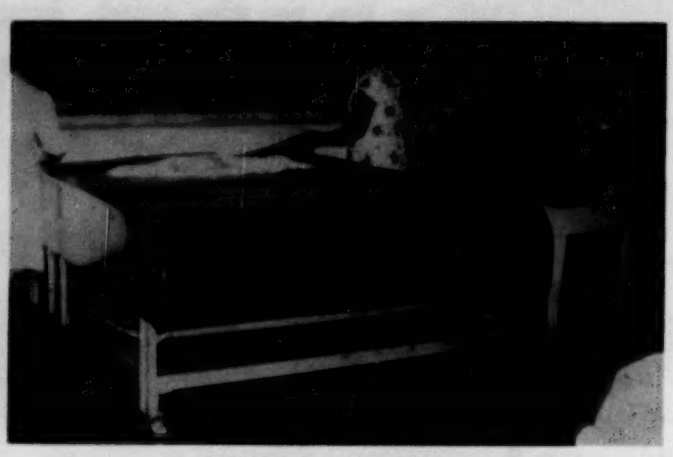
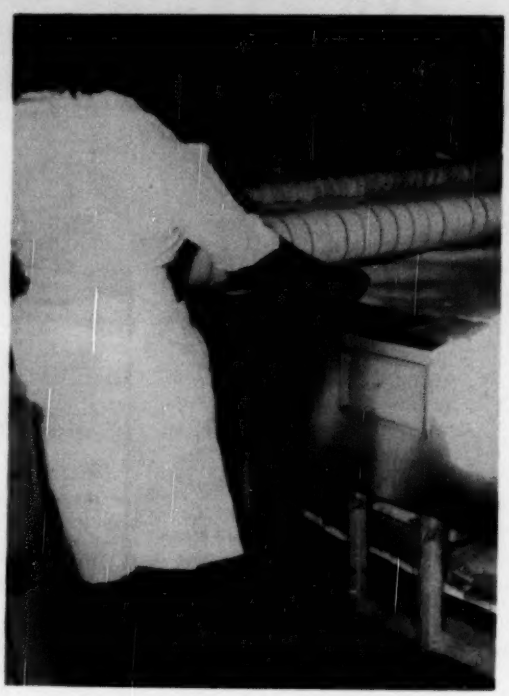




Above Left: Mr. Ambrose, plant manager, opens the sliding panel which provides access to oil cups. Motor is mounted just below this opening. Above Right: View of shakeout conveyor table. Operator, who normally works from roller basket and piles pieces on end of conveyor in foreground, was not included in picture to give a better view of device. Right: Flatwork feeder at left helps slip last piece and marker into machine while pressing foot pedal which shunts up next bundle in line



SHAKEOUT CONVEYOR

By JOHN J. DUNN

THE Manhattan Company of Washington, D. C., is probably as thoroughly conveyor-ized as any family laundry in the country. Recently when we were wandering around the plant snapping pictures to illustrate General Manager Reginald Pledger's AIL convention talk, we saw conveyors of all the common types and one that was altogether different from the usual run. During the past several months, Mr. Pledger has been experimenting with a mechanical shakeout table that carries pieces to the flatwork feeders.

The device, which measures six by eight feet, terminates immediately behind the ironer. The shaker operator, working at the loading end, spreads the pieces on the conveyor in the same manner as she would on a shakeout pole. When the flatwork feeders finish a bundle, one of the operators presses a foot pedal which starts the conveyor and moves up the next pile of work.

Basically, the operation of the device depends on two endless chains that pass around terminal sprockets. Wooden boards, three inches wide and nearly six feet long, are extended across between the chains and bolted in place. The boards are placed close enough together to form a tight and firm surface over the long upper passage of the conveyor. On the other hand, the segments are sufficiently narrow to permit them to spread and make the turns over the terminal sprockets without binding.

The sides and the loading end of the conveyor are encased in a sheathing of stainless steel. The forward end is not covered since this portion of the device projects under the finger roll of the ironer. The steel supporting frame is mounted on casters so that the conveyor may be rolled aside during maintenance work on the machine. The top of the device is 34 inches above the floor while the steel casing is 14 and a half inches high.

Except for an electrical connection plugged into the plant's power system, the conveyor is a completely self-contained unit. A quarter horsepower AC motor, mounted near one corner inside the loop of the endless wooden "belt," transfers power to one of the terminal sprockets. The ratio from motor to sprocket is set up to deliver a speed similar to that used for most belt conveyors. ●

Your customers will see...
and feel the difference!

• DREW WASHROOM DETERGENTS not only clean . . . they protect fabrics from harsh mechanical and chemical action. In fact, Drew Washroom Detergents will give garments such a soft, smooth, lustrous finish that your customers can actually feel the difference!

Drew Washroom Detergents give exceptional cleaning action even at low concentrations . . . rinse freely and completely in cool or even cold water . . . are safer, quicker, more economical to use! They are "oil-conditioned" with selected vegetable oils that insulate and preserve fabrics!

BREAKSYN—the perfect balance of oil conditioned alkali, soap and synthetic. High pH for the first operation.

BUFF—oil-conditioned soap builder and high pH Detergent that gives soap more "kick." Less than 2% moisture!

NAPTHOLE—oil-conditioned, medium high pH builder that wets-out instantly and completely.

NAPSO 22—the perfect vegetable oil built soap for washing colors at low temperatures.

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J. O. HILTMAN

USING STARCH PROPERLY

By J. O. HILTMAN

PLATO wrote about starch and its benefits to mankind over 300 years before Christ. In the thousands of years that have followed, starch has remained a vital part in our existence and has added materially to our comfort.

The average person generally thinks of starch as that "box of stuff" found on the grocery shelf, and what mother used each Monday morning. Actually, almost everything we come in contact with is either directly or indirectly related to starch.

Cotton fabrics cannot be properly woven without the application of starch to the threads so that the looms can function properly. At a later stage in textile production, the finish of materials is established by a starch application.

Salad dressings, puddings, sauces, candy, pie baking, and pharmaceuticals, are just a few of the products and processes that use starch. Penicillin, when first produced, was obtainable in limited quantities because a medium for growing this mold rapidly had not been discovered. A by-product of starch manufacturing provided that medium as it developed the mold 20 times faster, thereby increasing production of this vital material.

Cigarettes, the surfaces of plywood used in airplane construction, adhesives for sealing envelopes, labels for cans and bottles, and corrugated boxes are among the many other uses of starch and starch derivatives.

Starch for laundry purposes is one of the most common uses of the product. Properly used it can be a source of comfort and pride. Improperly used it can be the cause of discomfort, annoyance, and is certainly a mess to look at. Fundamentally, starch is used to seal plies of material, stiffen fabrics, and improve the finish of the garment. To accomplish this, penetration and the type of starch used are very important.

Most laundry starches are produced from corn or wheat, the more popular type being a combination of both. Corn starch produces a rigid body without pliability. Wheat starch produces finish with pliability. A combination of the two produces body, pliability, finish and wearability that please the wearer and retain a smart finish for the longest period of time. Wheat starch has two other characteristics that add to its popularity: its ability to resist moisture longer than other starches and its brilliant white color.

Starches for laundering are made in two general classifications — non-congealing and thick-boiling types. Non-congealing starches are, in my humble estimation, the greatest contribution made by the starch industry to laundering. This starch is hydrolized and treated so that when cooked to formula strength it will be the most fluid, the most penetrating, and contain the greatest number of total solids. In other words, it will work efficiently and accomplish more when used either hot or cold than any other type of starch.

Non-congealing starch enables your operators to handle it with ease and still produce the best results. Thick-boiling starch is used in plants thinking in terms of rigid economy. Such starch depends on the mechanical action of the pounding of the work in a wash wheel to force the thick emulsion to penetrate and coat the fabric. In diluted form, it must be carefully handled to see that it is kept free from congealed formations that can produce highlights or smears.

Starch manufacturers are frequently asked whether additional lubrication is needed in the average starch to make it function properly. Most manufacturers place the proper amount of lubricants in their products for the purposes intended. You should depend on the maker's knowledge and ability in that respect. In fact, the promiscuous use of lubricants is to be avoided. If used in excess, lubricants act as softeners and reduce the body. They do not aid and improve the finish.

Assume that you have selected a starch and are ready to cook it. This is an important step and in it you may find the answer to many of your problems. Unless starch is cooked properly, you have wasted your time and efforts.

Cleanliness is vital in the starch department. The cooker and surrounding area should be kept spotlessly clean as bacteria, mold and other forms of contamination breed readily on spoiled starch accumulations. Buckets, scales, straining cloths and paddles for mixing should be cleaned thoroughly and frequently. Be sure that the cooker itself—the water line valves, steam valves, drain valves, etc.—are tight and in good repair. Always weigh out your starch accurately, using the exact amount recommended by the manufacturer.

Place 70 percent of the total number of gallons of water needed in the cooker. Cold or tepid water is best. Never use hot water. Pour the dry starch into the tepid water gradually, stirring until it is completely suspended.

Be sure that the condensate drain on the starch cooker is open, and that the steam line leading to the cooker is closed, thus preventing the condensate from diluting the starch. Open the main steam valve until the condensate has been completely drained and only dry live steam comes through. Then shut off the drain valve and open the line into the cooker so that the dry steam may be injected into it. This will immediately set up a circulation, keeping the raw starch in suspension until the

CLASSIFICATION

HOW FAR SHOULD WE GO?

Without good classification, whiteness retention on white work would be impossible, silks and woolens would be ruined regularly, no colored work would be recognizable after a few trips to the laundry.

On the other hand, if classification were carried to a point where pillow slips were never washed with dish towels, and sheets were never washed with table linens, the work would probably bottleneck at the sorting table while the washwheels, presses and ironers stood idle.

A COMPROMISE NECESSARY

Somewhere between the extremes of washing everything together and washing nearly everything separately is a sensible compromise between work flow and quality.

From the standpoint of good will and prestige, classification represents a valuable opportunity to impress customers and potential customers with the ability of commercial laundries to accomplish much greater specialization than is possible at home or with any other method of washing clothes. It is, therefore, unfortunate that classification appears to have taken on the aspect of a necessary evil — something to be minimized as much as possible and ignored whenever possible.

It should be remembered that one important reason why shirts are the show piece of the laundry is that they receive individualized washing treatment rather than some common denominator of washing capable of doing an average job on the average piece in the average load.

The problems of classification are discussed in detail in a recent issue of *Cowles Laundry Tips.* If you don't have this issue, we will be glad to send it to you.

ESCOLITE SIMPLIFIES THE PROBLEM

ESCOLITE helps to simplify classification because it is adaptable to so many types of formulas. The colloidal detergency engineered into ESCOLITE is effective against stubborn soil on white work and safe for most colored classifications.

Your Cowles Technical Man will be glad to help you with your classification problems. You can reach him through your regular Cowles Dealer or by writing us direct.

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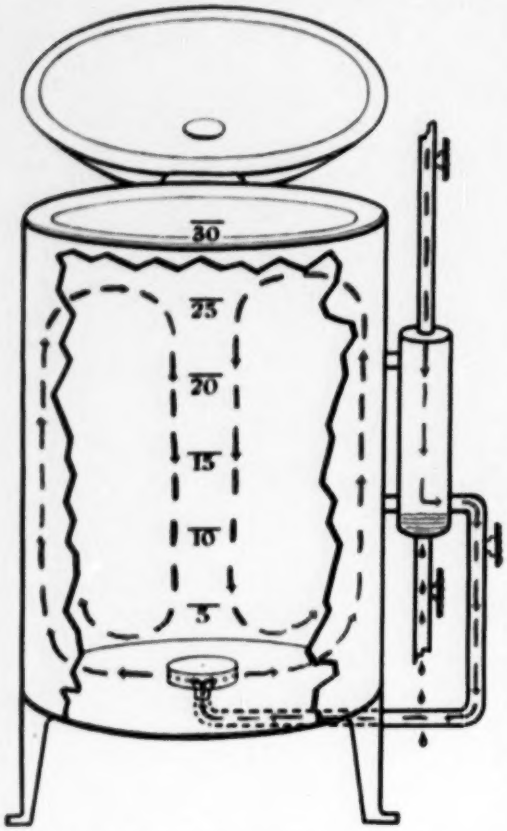
heat finally bursts the granules, releasing the soluble viscous substance into the water.

You will notice on the cooker diagram that arrows indicate the circulation. One can readily see that unless the circulation is vigorous it will not move the outer



Starch cooker diagram shows circulation during cooking progress

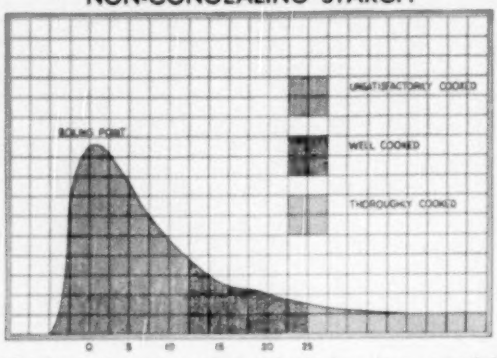
edges of this solution, with uneven cooking as a result. For that reason cooking should be as vigorous as possible and for a period of not less than 20 minutes, so that every part of this emulsion will be cooked evenly.

The graph at right shows viscometer readings taken at different intervals during the cooking of a batch of non-congealing starch. This instrument is a small container which acts exactly as a starch cooker does, but mixes the starch solution by means of a mechanical paddle that is driven by an electrical impulse. The denser the emulsion becomes, the more electrical energy is required to keep this paddle turning at a constant rate of speed.

Notice at the beginning of the graph, when the raw starch is merely suspended in water, that the electrical impulse required is slight. As heat is applied and the granules swell, the density increases and more electrical energy is required. As this action continues the granules begin to burst, causing the viscous matter to be released and mixed with the water. Gradually the emulsion becomes less dense until near the end of the 20-minute cooking period the line levels off and will stay that way indefinitely.

The graph thus explains why 20 or more minutes of cooking are recommended. Any shorter cooking period results in incomplete disintegration of the granules, leaving partly cooked particles that are very sticky and viscous, and cause difficulty in the laundry operation. When an operator says that, for some reason, the work

NON-CONGEALING STARCH



Vertical axis shows minutes, horizontal axis shows energy expended

she is attempting to iron is sticky and leaves unusual accumulations on the cover cloth or on the heads of presses, improperly cooked starch is nearly always the reason.

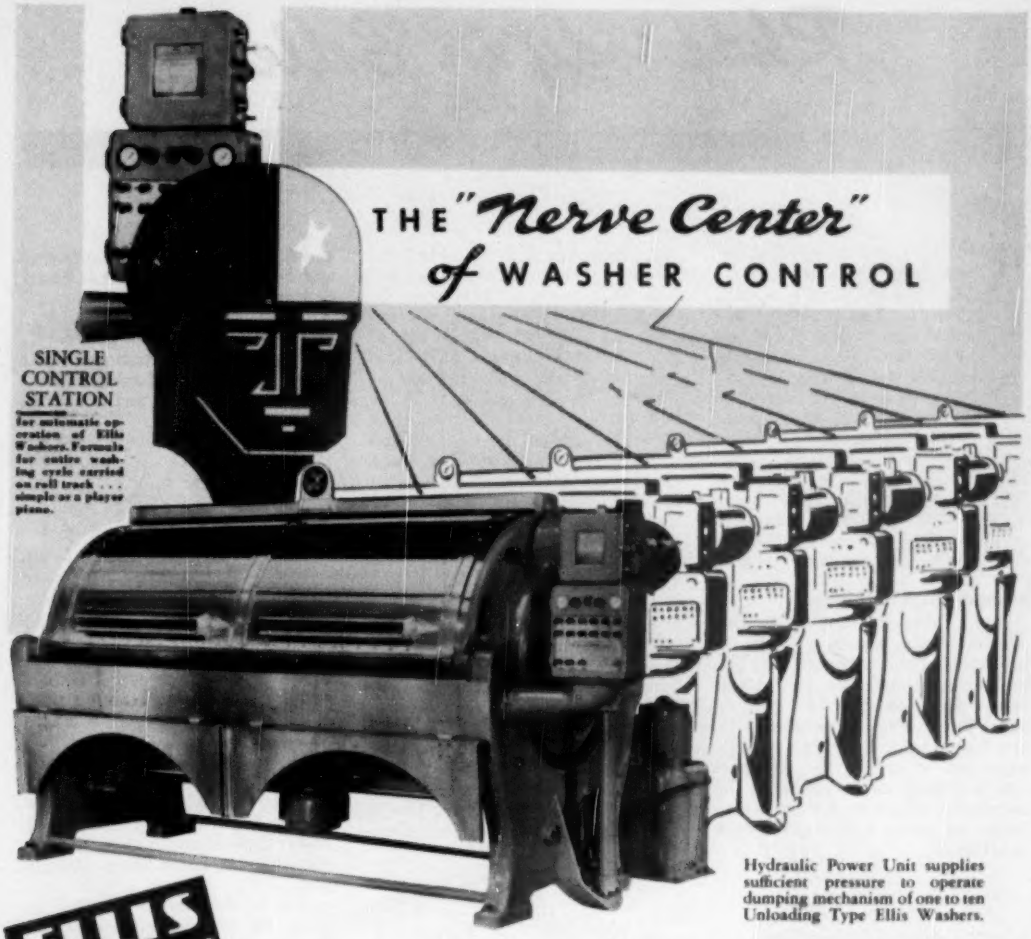
Having finished with the cooking procedure, add water until the proper solution level in the cooker is reached.

In your washing operation, you attempt to bring your garments over slightly to the acid side. This is done so that your blue will distribute evenly and produce the desired brilliant shade of white. Starch is made to conform with these operations and is mildly acid. In cooking starch, however, the water you use and its pH will have some influence on the finished product.

Should the pH of the water be sufficiently alkaline to neutralize the mild acidity of the starch and carry the entire emulsion on the alkaline side, the starch will not be completely satisfactory. The more alkaline the reading, the heavier the density of the starch. It will be more apt to congeal, will be more yellow in color, and will not penetrate as readily. In cases of this kind you will find that the inside of your copper cooker loses its bright, clean look and gradually turns dark. The alkaline reaction affects the copper, forming copper hydroxide, causing the dark look.

To correct this condition and improve your work in the starching department, take pH readings of your tap water and of your cooked starch. From these two readings you can tell how far over the cooked starch has been pushed. If your cooked starch is decidedly on the alkaline side and your copper cooker has the dark or almost black cast, clean out your cooker. Fill it with water after cleaning, and add several pounds of sour to it. Heat the water, but do not let it boil, and allow it to stand for at least 30 minutes—longer if possible. You will notice that the copper hydroxide will gradually release itself and when you rinse the cooker it will again be bright and clear.

To prevent this alkaline complication in the future, you should add from one to three ounces of sour to the water, enough to bring the entire emulsion to a mildly acid condition, and then prepare your starch. Your work will be brighter, penetration will improve, and your starch emulsion will flow freer. You will be surprised at the difference. ●



Hydraulic Power Unit supplies sufficient pressure to operate dumping mechanism of one to ten Unloading Type Ellis Washers.

ELLIS Unloading Type AUTOMATIC WASHER

ELLIS is again *first* in the low-cost operation of the Completely Automatic Unloading-Type All-Metal Washers.

What you used to do by hand is now done by air with a single Control Unit at the head of the washer. This "Nerve Center" governs all operations by one setting of the formula chart. Roll chart may contain 5 to 10 formulas. You select the formula required simply by turning tracker roll. All supplies piped directly to machine. All suds, rinses, blue, bleach and sour operations, as well as infinite number of water levels and temperatures, are pneumatically controlled. Split-second timing throughout washing cycle. With Ellis Automatic Washers, you can slash operating costs, maintain highest efficiency and set new records of production per square foot of floor space.

42 x 84 Size Shown
Other sizes available including 54 x 96

Write for further details of this time-saving equipment.

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Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, California

Rhapsody in Bellew

ROBERT STANLEY of the New England Laundry, Hartford, Conn., made a remark during the AIL Young Men's Conference that has stuck in the minds of many of the young launderers who heard his talk. Bob's statement had to do with accidents that occur during the training of press operators. "In training an operator, either the trainer or the operator should lock his hands behind his back. The only time serious injuries are experienced is when a trainer attempts to smooth a lay, just as the learner closes the head of the press." ●

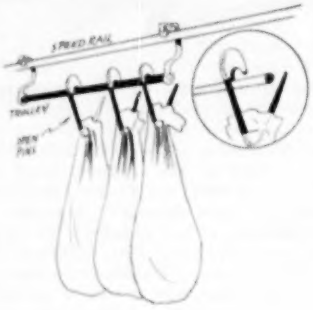
Swinging Arm for Phone

Bud Corbin at the Troy in Des Moines, Iowa, comes up with a handy idea for a telephone that has to be shared between two desks. Seems Bud, on occasion, had to pinch hit for one of the office girls, and found that the phone was always out of reach. The situation now is greatly improved due to the installation of a swinging arm which holds the phone within easy reach at all times.

What I call a pipe-flange is fastened to the back corner of one of the desk tops, and into this is fitted a short length of ¾"-pipe that acts as the pivot point for the swinging-arm, which is made out of ½"-pipe. The end of this swinging arm is flattened so that a couple of screws will hold the little wooden box that holds the phone. Normally, when there's a girl at each desk, the phone is positioned between the desks. But with only one girl on duty, the phone may be moved over to a point near the center of her desk. As everyone knows, no matter who answers the phone it's *always* for the other person, so the ease with which this arm device can swing the instrument from one girl to the other makes it a nice deal. Besides, it keeps the phone up off the desk which means more working space. (Plans are afoot even to include the inter-com box on the same arm that holds the phone, thus saving more space.) ●

Pins Hook on Trolleys

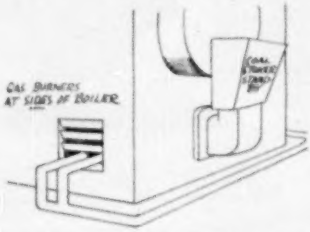
Also in Des Moines, at the White Star, Wayne Anderson and Marvin Nelson have increased assembly efficiency by using short speedrails between damp assembly and the flatwork ironers and tumblers. In conjunction with the speedrails they use little trolleys that hold perhaps a dozen nets. You may say that plenty of plants use trolleys and speedrails, but the gimmick here is that they don't have to pin and unpin nets.



The metal-headed pins have the lower edge drilled out so that they hook nicely over the trolley rod. There is no need for the damp assembly operator to pin the nets shut and no need for the following operators to have to unpin them. According to Wayne and Marvin, the principal good comes from the time saved at the damp assembly point, where production has been noticeably stepped up. Time is saved by the flatwork and tumbler operators too, but the amount is not so easily determined. ●

Coal-Gas Combination

Here's one more from the White Star. I've seen lots of gas-fired boilers with oil standbys, and vice versa.



And I've seen many coal-fired boilers with oil or gas standbys. But where it's necessary to switch from coal to other fuel, it's generally a matter of a lot of work to get the coal stoker out of the way in order to make the gas or oil hookup. Now, at the White Star, I find a coal stoker in position for immediate firing while the boiler is operating on gas!

The whole thing is possible because the gas burners are located on the *sides* of the fire box. These gas burners are placed on opposite sides near the front end of the boiler, and their flames are adjusted for a three-foot span, which causes them to meet in the center of the fire box.

This method has proved very satisfactory at the White Star, even though many claimed that it would not work at all. ●

Conveyor Cleaner

Everyone complains about the trouble he has keeping conveyor belts clean. The problem seems to be caused mostly by dust that settles during the plant operation, and bundles grind it in until the belts eventually soil clean garments that come in contact with them. Gene Hawk at Miller's in Des Moines, has worked out a way to keep the worst of the dust off his conveyors before it has a chance to penetrate.

Gene uses the head of common push-brooms and fits them to his

metso detergents

kind to bundles

You, too, will find that Metso Detergents are real allies for quality work — whites as well as colors. They help by building the maximum efficiency in your washwheels to restore the whiteness of customers' linens. Colored loads are snappy, clear tone and bright.

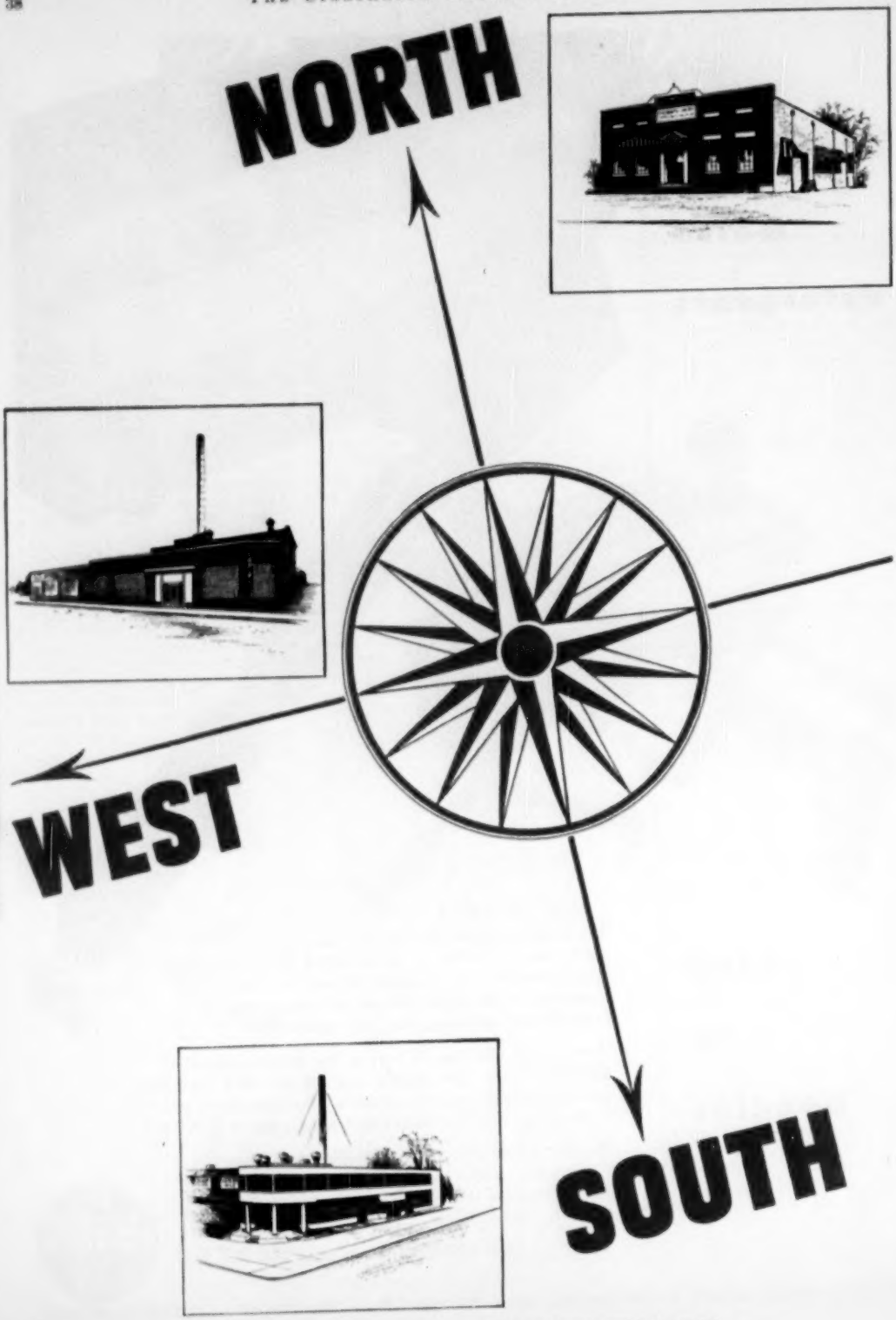
Metso's high dirt removal rate is due to the balanced alkali-silica team. The properly proportioned silica component protects the loads against transfer of dirt and maintains the brilliancy of colors, even after a long series of washings.

Metso is indeed friendly to your customers' linens. Test bundles consistently prove that Metso preserves tensile strength. Losses are low, well under the AIL standards.

Be kind to your customers' bundles by using **metso**

METSO

PHILADELPHIA QUARTZ COMPANY · 1160 Public Ledger Bldg. · Philadelphia 6, Pa. · Metso Detergents · Distributors in over 65 cities


NORTH
WEST
SOUTH

Laundry operators are enthusiastic about WHITEHOUSE LAUNDRY NETS

EAST

From coast to coast, from South to North, leading laundries say that Whitehouse *BLUE STREAK* nylon nets are bringing them important savings and increased operating efficiency.

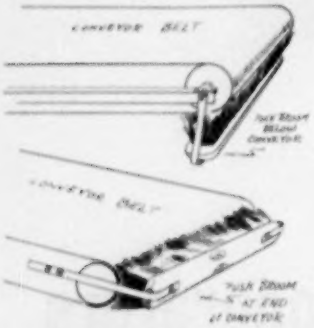
Why are users so enthusiastic? Because *BLUE STREAK* nets are made of a special heavy-filament nylon that makes them OUTLAST NETS MADE OF OTHER MATERIALS many times. *BLUE STREAK* nets are non-absorbent. They save on supplies, on power, on water, on labor. And they permit you to get 20% more payload in your washwheels.

Try these remarkable nets *yourself*, if you haven't done so. And investigate Whitehouse KEMPRO cover cloth, another nylon product specially designed for laundry and dry cleaning presses. It drapes easily, cuts replacement costs because it lasts so long. Ask your jobber about these and other Whitehouse nylon products.

WHITEHOUSE PRODUCTS, INC.

360 Furman Street, Brooklyn 2, N. Y.

belts in two different ways. One way is to fasten a push-broom head across the end of a conveyor where it makes the turn. The bristles are



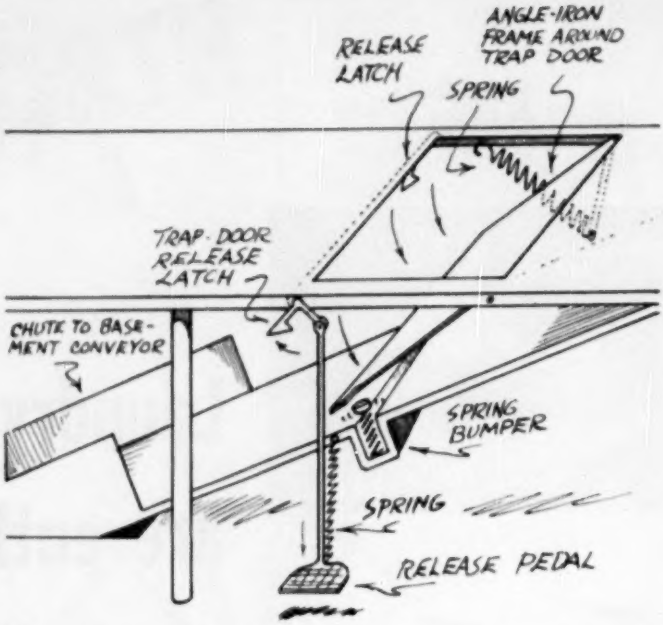
held in contact with the belt by means of a piece of strapiron bolted to the conveyor frame, and across the back of the wooden part of the broom. Pressure of the brush can be varied by bending the strap iron holders.

The second method is quite similar except the brush is held in a position below the conveyor belt, and here again proper pressure on the belt is controlled by bending the strapiron supports.

Of the two positions, Gene prefers the one at the end of the conveyor. Seems to do a better job of cleaning at that point, perhaps due to the fact the curve of the pulley may spread the pores of the canvas enough so that the brush has a better chance to remove the dust. ●

Trap Door

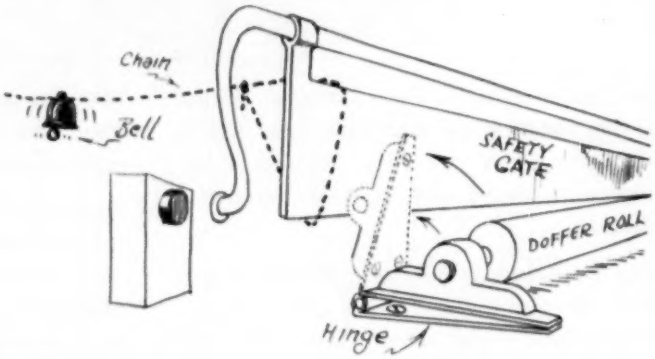
Been a long time since I've mentioned the Getchell plant in St. Joe, Missouri, but I just happened to run across a couple notes I made during my last visit while taking pictures for a story we ran in SLJ sometime back. The picture I took of this one item didn't give all the detail it really merits. It's the trap door on the wrapout table, that drops finished bundles down to an under-the-floor conveyor. Honest, the girl wraps out a bundle, steps on a pedal, and the bottom of the wrapping table drops down to let the bundle drop onto a chute that leads to the belt conveyor below. As soon as the bundle drops off the trap door, a heavy spring pulls the door back into position so that it's level with the rest of the wrapping table. In this position a release latch holds the door in place until the operator again steps on the release pedal. Spring bumpers, recessed into the sides of the chute, cushion the



fall of the trap door and prevent the noise of metal striking on metal. ●

Safety Gate Bell

Here's one I had a heck of a time illustrating. At the Illinois Laundry in Ottawa, Illinois, they've slightly improved on the operation of a four-roll ironer, from a production point



of view, by running a small chain from the safety gate to the folders side. In case of need the folders can stop the ironer by pulling on the chain, but it actually serves another purpose. Generally, when the ironer is stopped, there ensues a lot of yelling back and forth as to who shut it off. In case a feeder has accidently hit the safety gate, and doesn't realize she caused the ironer to stop, the right-hand girl on the fold side immediately signals an "all-clear" by pulling on the chain. This rings a little bell that's fastened on the chain up near the safety gate on the feed side of the ironer, and the feed side girl restarts the ironer immediately.

In addition, the pillow block bearing that holds the doffer roll, has been fastened to a big strap hinge. Now, in case a girl gets an arm under the doffer roll, the hinge opens up and lets the doffer roll strike the safety gate to stop the ironer. ●

Elevator Gate Mechanism

Dropped in to see young Marsh at the Bradford Laundry in Ottawa,

'SARA' WINS $500

First Prize in Hoffman's Oldest Press Contest Awarded For Model AA in Daily Use Since 1911

Mrs. Ida L. Moore, Owner of "The Press Shop", Deadwood, S.D. Replaces Prize Winner with New HOFFMAN Model "X"

Never let it be said that a Hoffman press wears out! In our recent contest just concluded, 868 owners of old presses registered machines still in service, most of which were bought 15 to 35 years ago. First prize winner was a 39-year old Hoffman that "would have lasted me the rest of my life," according to its owner, Mrs. Ida Moore of Deadwood, S.D.

4 Other Old Timers Win Owners $100 Runner-Up Cash Awards

Close behind Mrs. Moore's press were two other Model AA (1912) presses, many 3A models (1913 through 1915) and a large number of 4A, 5A, 6A and 7A machines, ranging from 1914 through the early 1920's. Cash awards of $100 each have been paid to owners of the next four oldest machines.

Our thanks to all contestants who helped in our search to discover the oldest Hoffman Press—and a friendly suggestion that *they discover* the liberal trade-in allowances and better pressing waiting for them in today's new, improved Hoffman Model "X".

THIS IS SARA affectionate name given to her faithful Hoffman press by Mrs. Ida Moore, owner of the grand prize winner. Bought in 1911, this 1912 Model AA machine, with serial number 1202, has a gas flame super-neater on the head and boiler mounted on the frame.

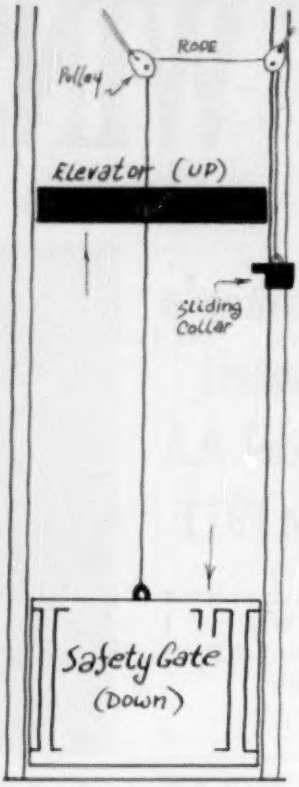
"I sure hated to part with my 'Sara'—she was operating just fine, every day in my shop," Mrs. Moore writes, "but now I'm glad I did. My new Hoffman Model 'X' is wonderful . . . I never realized how light and easy to operate a press could be."

YOU TOO, CAN WIN
Finer, Faster, Lower Cost Pressing with a New HOFFMAN Model "X"

TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

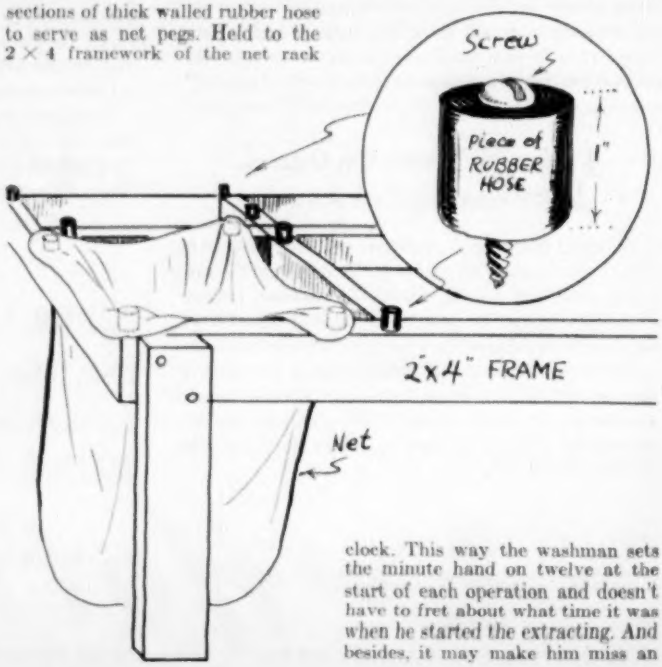


Illinois, and promptly got enthused over a homemade safety device on an old-time elevator. Just between us girls, the really old-time "old timers" were no slouches when it came to devising ways and means to get a job done, even though nowadays we refer to such things as gadgets. Someone years and years ago has figured a way to make a safety gate that would open and close at the right time. They used two small pulleys, an iron collar to fit around one of the elevator guide posts, and a length of sash cord. The sliding collar fits around one of the elevator guideposts so that when the elevator is lowered it can't help but push the collar towards the basement. The sash cord, working through the two overhead pulleys, promptly raises the gate as the elevator reaches the floor level.

As the elevator is raised and the collar follows it up the guide, the heavier gate is lowered back into place. ●

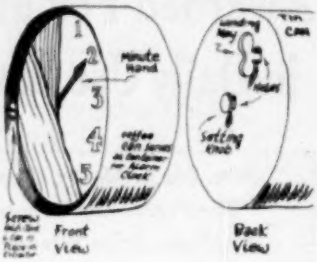
Net Holders

Net holders always fascinate me. The White Star, I noticed, uses inch sections of thick walled rubber hose to serve as net pegs. Held to the 2 × 4 framework of the net rack by means of screws, these pegs are swell holders for all types of cotton and nylon nets. ●



Extractor Timer

Here's one that only a launderer could possibly think up—the use of a coffee can to hold a clock up where a washman can see it. The clock is used to time extractor runs. A single screw near the forward edge of the can holds the container in position. The clock itself is held in the can by two holes in the back through which protrude the winding key and the setting knob. (I worried about how they got those big things through such little holes until Bruce very gently informed me you put them in place *after* you put the clock in the can.)



The extractor's longest run is 25 minutes, so tape is used to cover all but 25 minutes on the face of the clock. This way the washman sets the minute hand on twelve at the start of each operation and doesn't have to fret about what time it was when he started the extracting. And besides, it may make him miss an

Laundries get better results with

DOW

Sodium Orthosilicate

CLEANING COMPOUND

Laundries consistently report cleaner, whiter clothes and reduced soap consumption when they use Dow Sodium Orthosilicate Cleaning Compound.

This material answers all the requirements of an efficient soap builder. It suspends insoluble soil and effectively prevents redeposition. It has a high acid capacity so only small quantities are necessary to insure a fully effective soap solution during the entire sudsing cycle. The alkalinity of Dow Sodium Orthosilicate Cleaning Compound is high enough to emulsify the fats present in the soil. It is readily soluble in laundry operations and easily rinsed from the clean clothes.

Dow Sodium Orthosilicate Cleaning Compound can help you do a better job at lower cost. Give this material a test run in your laundry. Call the nearest Dow sales office, for address of your distributor.

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit
Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

DOW

CHEMICALS

INDISPENSABLE TO INDUSTRY AND AGRICULTURE

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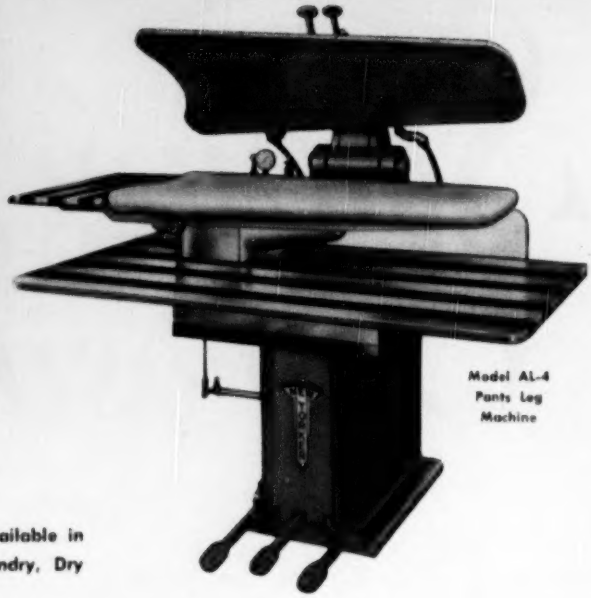
NEED PIA



Model AL-4
Pants Leg
Machine

You won't have to give your pressers Piano Lessons with New Yorker Presses.

New Yorker Air-Operated Presses are available in all of the 300 models used in the Laundry, Dry Cleaning and Clothing fields.

*Approved by N. Y. State Labor Dept. for Safe Operation.

LEARN ABOUT NEW YORKER'S SAFE "FLOATING POWER" PRESSES

Mail this coupon today for our Illustrated Catalog, Price List and Nearest Dealer.

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PRINCIPAL CITIES

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NEW YORKER

occasional chapter of "John's Other Wife's John" or some other radio thriller, because he won't know what hour it is. ●

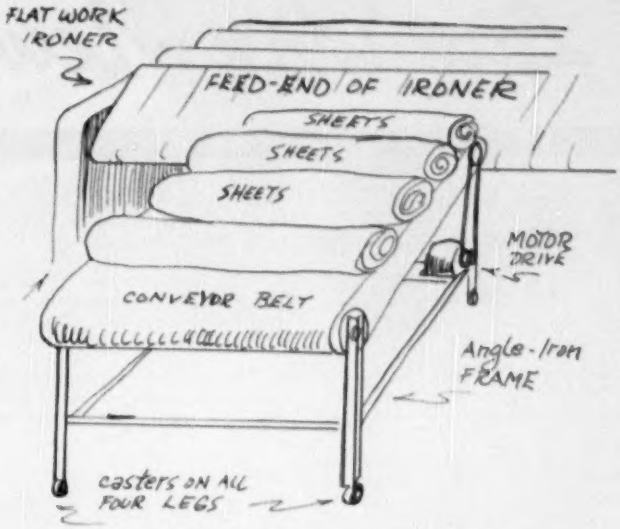
Dolly for Supplies

In a plant where space is at a premium, it is often necessary to move barrels of supplies to make room for an influx of trucks or baskets. The Illinois Laundry has this problem. Here a small easy-moving

dolly is used to hold the alkali and soap. When it's necessary to make room in a hurry, the dolly is quickly and easily moved to a new location. The dolly originally had rubber tires, but the weight of the supplies caused them to flatten out and made the dolly very hard to move. Removal of the rubber tires has considerably eased the moving job. ●

Moveable Conveyor

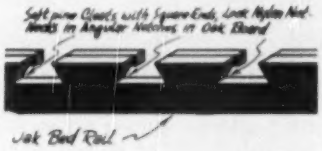
Another Miller Laundry contribution is another conveyor idea. Behind the commercial flatwork ironer they've placed a moveable belt conveyor for moving up work to the feeders from the shaker. This conveyor is wide enough to handle laid out bundles of sheets placed across the belt, with movement controlled by the flatwork feeders. It is made with an angle-iron frame, topped with a piece of light metal to support the sheet bundles, and its belt is fashioned from old ironer cloth. Casters on the legs make



it easy to move it away from the ironer at any time. ●

Net Holders

The Illinois Laundry had been having trouble during a period of trying out nylon nets. The notched board they were using at the marking table for holding nets was a labor of love, or something, but it wouldn't hold the slippery nylon nets. But they hated to throw out something they already had, if it could possibly be made to work. They finally hit on using soft pine cleats with squared ends to back up the notched board they already had, and the system works fine. The nylon necks fit under the squared ends of the pine cleats and are forced tight enough into the angle of the notched oak front rail so that a net very seldom fails to hold. I *would* think of it now, after leaving the place, but someone told me that when nylon nets first came out, he had the same trouble with his notched board net holders. He cured the slippage problem by tacking strips of carding cloth on the back sides of the raised part of the



notches. He later found that short sections of an old bicycle tire served equally as well when he ran out of carding cloth. ●

LAUNDRY BUSINESS TRENDS

New York

Mar. 25—2.4% less than last year
Apr. 1—4.9% less than last year
Apr. 8—6.9% less than last year
Apr. 15—5.0% less than last year

M. R. Weiser & Co., New York City

New Jersey

Mar. 25—5.7% less than last year
Apr. 1—8.9% less than last year
Apr. 8—8.1% less than last year
Apr. 15—6.1% less than last year

M. R. Weiser & Co., New York City

New England

Mar. 25—2.3% more than last year
Apr. 1—1.1% less than last year
Apr. 8—3.3% more than last year
Apr. 15—1.6% less than last year

Carruthers & Co., Boston

Southeast

January—3.0% less than last year
February—same as last year

J. R. Wilson & Co., Atlanta

Laundry News Notes

HOOKER, OKLA.—Roy Henry and Q. A. Hendrick have announced the opening of the H. and H. Laundry.

SAN LUIS OBISPO, CAL.—Over 100 members of the Western Institutional Laundrymen's Association met recently for a one-day meeting. The principal speaker was Oscar L. Ketchum, Rancho Los Amigos, Hondo, who represented the national association.

SUSANVILLE, CAL.—The U. S. French Laundry plans to install a $25,000 drycleaning plant.

HOUSTON, TEXAS—John W. Beaty was elected president of the Inceda Laundry and Cleaning Company at a recent directors' meeting. Other officers are Floyd B. Thorn, Jr., vice-president and general manager; C. P. Dorough, treasurer and assistant general manager; H. A. Dworsky, secretary and linen supply manager; and A. C. Dowlearn, assistant linen supply department manager. Mrs. A. J. Fittger, widow of A. J. Fittger, who was president of the firm before his death, was named vice-president.

BLANCHARD, OKLA.—Mr. and Mrs. Paul Puckett have announced that they have leased the Blanchard Home Laundry for one year from Mr. and Mrs. Dodd Taylor.

WESTVILLE, OKLA.—Mr. and Mrs. Jack Johnson of Cincinnati, Arkansas, have purchased Weaver's Laundry from Mr. and Mrs. R. C. Weaver.

PUEBLO, COLO.—The Colorado Laundry marks its 50th anniversary this year.

ATWATER, CAL.—A new and modern laundry has been opened by Mr. and Mrs. Paul Franchini in a new building at the corner of First and Broadway.

ALBUQUERQUE, N. M.—Work has begun on a $20,000 addition to the American Linen Supply and Sunshine Laundry.

SAN FRANCISCO, CAL.—Max Bloom has filed an application to operate a laundry at 901-921 Brazil Avenue.

TYLER, TEXAS—Fire of unknown origin completely destroyed the New Way Laundry, resulting in a loss of $13,500 to its owner, D. C. Horner.

LANCASTER, TEXAS—The Lisbon Laundry and Dry Cleaning Service opened for business recently. The plant is owned by G. W. Baker.

MORRO BAY, CAL.—A new laundry and cleaning plant under the managership of Albert V. Lewis has begun operation at 933 North Main Street. The business is called the American Cleaners and Laundry.

WALSENBURG, COLO.—Vince Ferraro, formerly a partner in the Bailey Laundry and Dry Cleaning Company, has taken over the business. He is investing about $8,000 in new equipment and remodeling.

OKMULGEE, OKLA.—Claude Farthing, owner of the Farthing Laundry, has announced that he is a candidate for the office of County Commissioner for District 1.

VISTA, CAL.—Manager Walt Fox has announced that the Vista Laundry and Dry Cleaning Company has installed a new boiler plant.

DALLAS, TEXAS—At the recent Texas-Oklahoma convention, the following officers were elected. Heading the Texas Laundry & Dry Cleaning Association are: president, Charles A. Burton, Austin; vice-presidents, Ray Pell, Houston, and Orval A. Slater, San Antonio; sergeant-at-arms, H. W. Tyson, Houston; secretary-treasurer, Jack Henckels, Fort Worth. Directors serving until the 1951 meeting are: H. C. Buchanan, Waco; L. C. Elrod, Houston; Tom M. Gallaher, Marlin; Jack Henckels, Fort Worth; Ray Pell, Houston; J. B. Price, Kilgore; A. C. Skinner, Jr., Corpus Christi; Orval A. Slater, San Antonio; A. B. Spain, Jr., Fort Worth; Dave Wallace, Jr., Dallas; Clarence Whiteside, Lubbock. Directors serving until the 1952 meeting are: W. Grant Bechtel, San Antonio; George A. Boyd, Borger; Charles A. Burton, Austin; R. W. Coffin, Beaumont; S. E. Doughtie, Baytown; T. O. Dunman, Houston; Curtis B. Fitzpatrick, Austin; M. Mike Gay, Jacksonville; Denys Slater, Dallas. Ex-officio directors are: T. E. Milholland, Dallas; David T. P. Nelson, Texarkana; and Albert E. Shepherd, Beaumont.

Oklahoma officers are: president, O. C. Harris, Oklahoma City; vice-president, John Teel, Muskogee; secretary-treasurer, A. O. Patterson, Oklahoma City; sergeant-at-arms, Kenneth Vaughn, Tulsa. Directors are: Wilton Cook, Ardmore; P. W. Denny, Tulsa; Henry Hunter, Elk City; S. H. Lloyd, Jr., Poteau; and Doug Myers, Clinton.

REDONDO BEACH, CAL.—Ralph B. Gunderson, a Navy veteran, has taken over management of the Crown Laundry. The plant employs 45 people.

NOGALES, ARIZ.—The new Deluxe Laundry has formally opened for business. An open house was held in connection with the event.

SAN JACINTO, CAL.—Noel Remy, manager of the Valley Laundry & Cleaners, has announced that the firm is extending its services to include Riverside and surrounding territory.

JAMESTOWN, N. D.—E. G. Ringuette recently sold the Jamestown Steam Laundry and Dry Cleaners to the Jamestown Steam Laundry and Dry Cleaners, Inc. No change in management or personnel will be made in the business other than the retirement of Mr. and Mrs. Ringuette.

HASTINGS, NEBR.—The Queen City Laundry celebrates this year its 63rd anniversary.

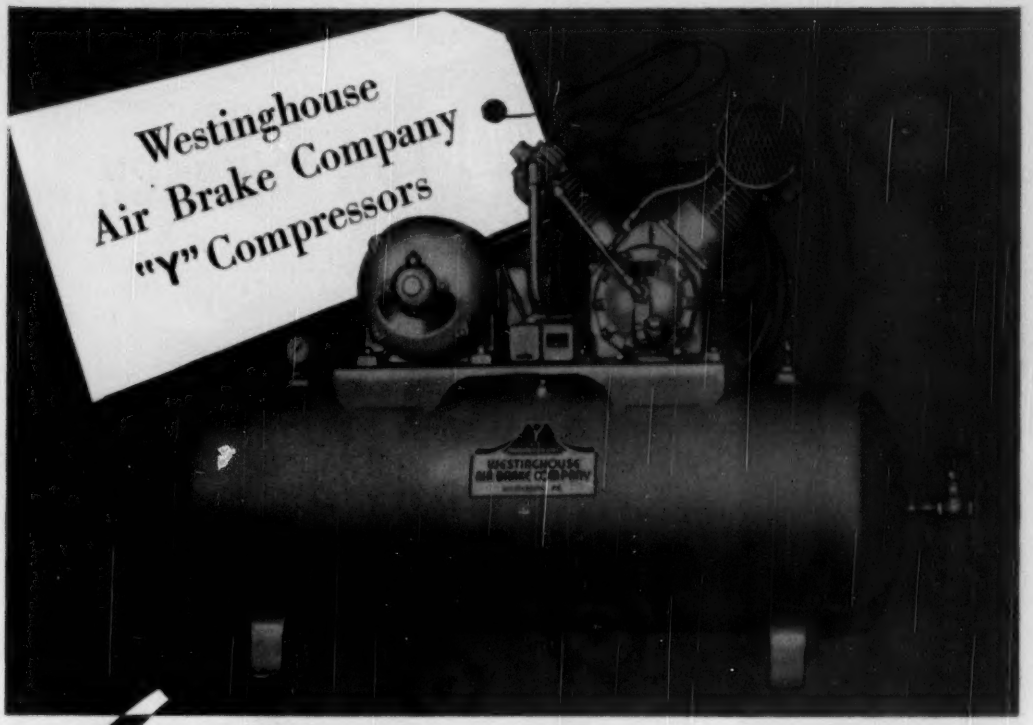
HANFORD, WASH.—A new 85 x 100-foot laundry will be constructed at the Hanford works.

CONDON, ORE.—The Arlington Laundry has re-opened.

SEATTLE, WASH.—The American Laundry Company plans to build an addition costing $30,000. The addition will include a full basement.

ARNOLD, NEBR.—A new business establishment, the Arnold Laundry, has been established by Mrs. Harry Johnson.

(Continued on page 50)



CHECK these 3 points of protection *before you buy a compressor!*

What have you got to lose, in checking on all the advantages the "Y" compressor offers you? Only a few pennies and a little time. What have you got to win? Extra dependability and less maintenance, that can mean many extra dollars in your pocket. You'll find the "Y" provides all the usual modern features—two-stage action, air-cooling, automatic start and stop, multiple V-belt drive, fully enclosed crankcase, ASME-standard tank—plus three vital safeguards . . .

CONTROLLED PRESSURE LUBRICATION

The same positive oil circulating principle that keeps automotive engines operating for years is used in the Westinghouse "Y". Every moving part is bathed in a continuous flow of oil, distributed by a positive over-running oil pump, and "metered" with a ball-relief check. Only the "Y" gives you this protection.

LOW OIL LEVEL PROTECTION

Here's another exclusive point of protection. Compressor loading is delayed until full oil circulation is established, and unless oil level is at proper height. If oil level is too low, the failure to load attracts immediate attention, and trouble can be corrected before damage results.

THERMAL OVERLOAD PROTECTOR

Guards against motor burnouts . . . automatic switch cuts current if motor overheats. Standard equipment, *at no extra cost*, on every "Y".

The line of "Y" compressors includes displacements from 7.4 to 41.5 cfm, with motor capacities from 1½ to 10 hp. Gas engine drives are furnished when electricity is not available. Ask for Bulletin IDC 9302-3 for full details on sizes, types and accessories.

Westinghouse Air Brake Co.

Industrial Division WILMERDING, PA.

DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY

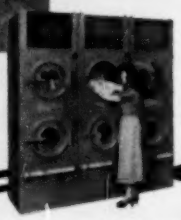
First

A New Unit To Speed Up
and Supplement Your Drying
Using Less Power, Less Fuel, Less Space

HUEBSCH

TWIN-CYLINDER TUMBLER

PATENTED



Easily and neatly arranged in batteries of two, three or more.

● The New Twin-Cylinder Tumbler supplements but does not necessarily replace the larger Huebsch Single-Cylinder Tumblers which, naturally, dry the larger bundles more efficiently. However, the Twin-Cylinder Tumbler gives you flexibility. With it, a larger bundle can be divided between the two cylinders.

The two 26″ x 24″ cylinders, set one above the other at convenient heights, have a capacity of 15 pounds (dry weight) each. The doors have shock and heat-resisting glass windows which permit the operator to see the condition of the loads in both cylinders. The motor switch, temperature control damper lever and lint trap cleaning crank are conveniently located in front.

SPECIFICATIONS: Cylinders—26″ diameter, 24″ deep; width—27½″; depth—36″; height—91″; drying time from 5 to 25 minutes, depending upon size and type of load.

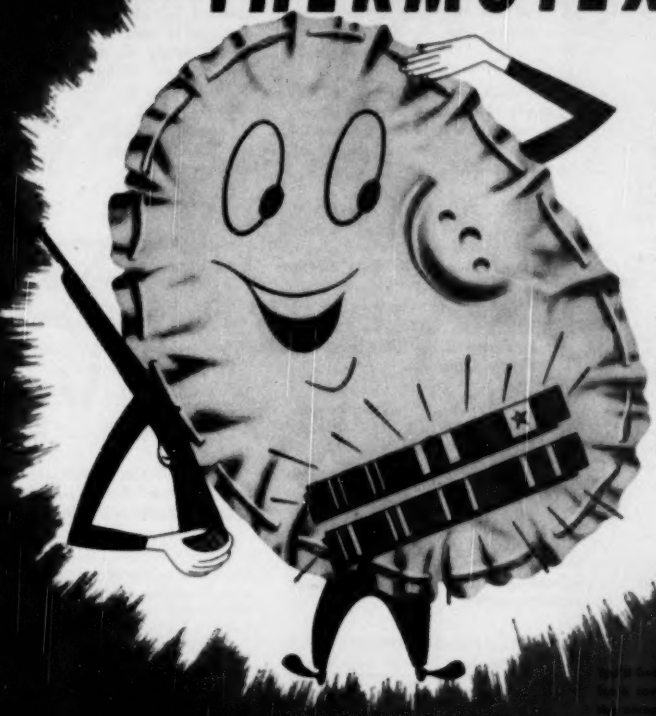
Let the new Huebsch Twin-Cylinder Tumbler help you dry more wash for less money. See your local Huebsch representative for complete details, or write us direct.

DRIES SMALLER BUNDLES OF FLUFF DRY TOWELS, DIAPERS, ETC., MORE EFFICIENTLY—TWIN-CYLINDER DESIGN SAVES FLOOR SPACE . . . REDUCES TUMBLER INVESTMENT.

HUEBSCH *Originators*

Open-End Tumbler • Handkerchief Ironer and Fluffer • Pants Shaper • Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers • Spring-Type Filter

THERMOTEX:



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cloth
covered
with
glory

ESTABLISHED 1851

H. Kohnstamm & co., inc.

FOREMOST MANUFACTURER AND DISTRIBUTOR OF QUALITY LAUNDRY AND CLEANING SUPPLIES

(Continued from page 46)

LINCOLN, NEBR.—A new $240,000 laundry has been completed at the Nebraska State Penitentiary. At present the plant is operating with six civilian and 70 inmate employees, and handles about 8,000 pounds of work per day.

FORT LEE, N. J.—The New Little Falls Laundry was recently opened for business at 40 West Street. The building occupies the site of the old Palisade Laundry which was destroyed by fire shortly after the business was taken over by the Little Falls Laundry. The new building includes drive-in facilities and fur and cold storage vaults.

HACKETTSTOWN, N. J.—The Hackettstown Laundry has been taken over by a new corporation, Hackettstown Laundry, Inc., of which Franklin J. Koehler, Joseph Yeslonis, and Harry J. Lowenhaup are the incorporators and officers. The laundry was sold by Jesse, Charles, and Abraham Rappaport, who erected the building and started the business four years ago. The new owners plan extensive modernization.

BRONXVILLE, N. Y.—The Westchester County Laundry Board of Trade met recently at a dinner conference. The meeting was conducted by Joseph Winitz, president of the Silver Lining Laundry Corporation of Yonkers.

NEW YORK, N. Y.—Consolidated Laundries Corp., one of the largest launderers in the world, recently published their 1949 annual report. Net profit for the year amounted to $663,289.64, after providing for all charges including Federal income taxes. This is equivalent to $1.91 per share on the 347,000 shares of common stock outstanding. This compares with $506,201.08 or $1.46 per share earned in 1948.

Net profit before Federal taxes for the first three months of 1950 amounted to $72,059.50 and, after providing for Federal income taxes, amounted to $44,676.96, or 13 cents per share. The corresponding figures for 1949 were $204,238.56 before Federal taxes, $126,627.91, or 36 cents per share after taxes.

CHESHIRE, MASS.—James Genovese of North Adams has purchased the Sno-White Laundry from Mr. and Mrs. Ernest J. Marone and Bernard Marone. Bernard Marone will remain on as manager.

BROCKTON, MASS.—A meeting of the Empire Laundry sales force and management held a meeting at the Hotel Bryant recently. After dinner the group was addressed by Richard P. Barry, Jr., Plant Superintendent Lester J. Shepard, Sales Foreman Joseph Paiva, and Robert J. Barry. A motion picture, "The Future of Laundry Salesmanship," was also shown.

MALDEN, MASS.—Harry A. Walles, president of the Family Laundry Company, was re-elected to head the Kernwood Club for the coming year. The club is one of the city's oldest social bodies.

HARTFORD, CONN.—The New England Laundry Company, 441-455 Homestead Avenue, took over the business of the New Method Laundry, 61-99 Albany Avenue, on April 15.

SPRINGFIELD, MASS. — Bill W. Hamilton has been appointed general manager of the Royce-Superior Laundry and Massasoit Laundry & Linen Supply Company.

CUMBERLAND, MD.—The Allegany County Infirmary is installing new flatwork ironing equipment.

FAIRMONT, W. VA.—The Peerless Laundry has reopened its Fairmont branch. A local plant will be established to handle the work.

BLOOMSBURG, PA.—The Sunshine Laundry filed articles of incorporation. The purpose of the proposed corporation is to engage in a general laundry, drycleaning, and linen supply business in all its branches.

LUZERNE, PA.—The O'Malia Laundry Company has built a 10,000-coat fur vault.

RIDGEWOOD, N. Y.—William C. Eisenhardt of the Octagon Laundry has been installed as chaplain of the Queensboro Lodge of Elks 878. He is also first vice-president of the Ridgewood Lions Club and a director of the Ridgewood Chamber of Commerce.

ROCKAWAY BEACH, N. Y.—Herbert Levine is now assisting his brother, Leonard, in the management of the International Laundry Company. The firm recently added another truck to their delivery equipment.

BORDENTOWN, N. J.—The American Laundering and Dry Cleaning Company of Trenton, N. J., has opened a new cash-and-carry store at 211 Farnsworth Avenue. Mrs. Paul Mann is in charge.

STATEN ISLAND, N. Y.—The Stapleton Service Laundry and the American Laundry were two of 17 firms cooperating in the recent Business and Education Week program sponsored by the Staten Island Chamber of Commerce.

Organizations such as parent-teacher associations, service clubs, youth groups, women's clubs, patriotic and fraternal organizations and community center members took advantage of the opportunity to make tours through the host businesses. The companies demonstrated their production methods, safety and training programs, and research laboratories.

SHELBURNE FALLS, MASS.—Sale of the Modern Laundry was recently announced by Elmer S. Hallett. He will continue to operate the Shelburne Falls Dry Cleaning plant. Purchasers of the laundry were Philip Babcock and Delmar Gates.

MOUNT VERNON, N. Y.—The Puritan Laundry recently celebrated its 50th anniversary.

CLEVELAND, TENN.—Harrison Fair has announced that he has purchased the Domestic Laundry & Cleaners.

GREENSBORO, N. C.—Clean, Inc., has filed a certificate of incorporation with the office of Secretary of State, for the purpose of running a general laundry and drycleaning business. Authorized capital stock is $100,000.

STUART, FLA.—The Deluxe Cleaners and Laundry recently started operations, it was announced by Willard Wells, owner. The firm offers pickup and delivery service throughout Martin County.

MOULTRIE, GA.—Representatives of cleaning and launderer organizations throughout southwest Georgia met recently to form a district group "for improving, promoting, and protecting" their industry. The meeting was called by Sydney Garrison, president of the Dry Cleaners Association of Moultrie.

ALBANY, GA.—The Albany Laundry Company has been sold to J. Ted Crouch by C. Inman Owens, president and general manager. The sale was listed as an outright purchase of all outstanding capital stock.

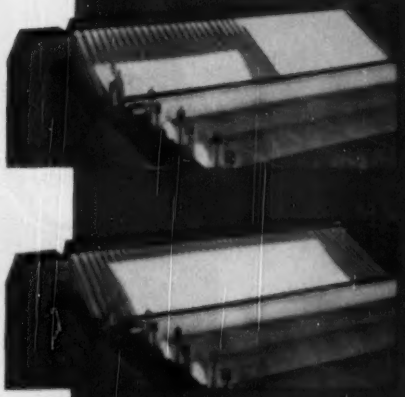
ROANOKE, VA.—The Magic City Launderers and Cleaners, Inc., recently held an open house to celebrate the rebuilding of their plant after having suffered a $225,000 fire last June. The new building and equipment cost about $200,000.

(Continued on page 54)

SAVE TIME AND LABOR
IN YOUR LAUNDRY WITH . . .

TROY'S NEW *Fleximatic* FOLDER

In addition to folding or by-passing 120" width linens, the Troy Fleximatic will fold or by-pass 30", 60" and 90" widths in almost any combination. Available in single-lane and two-lane models.



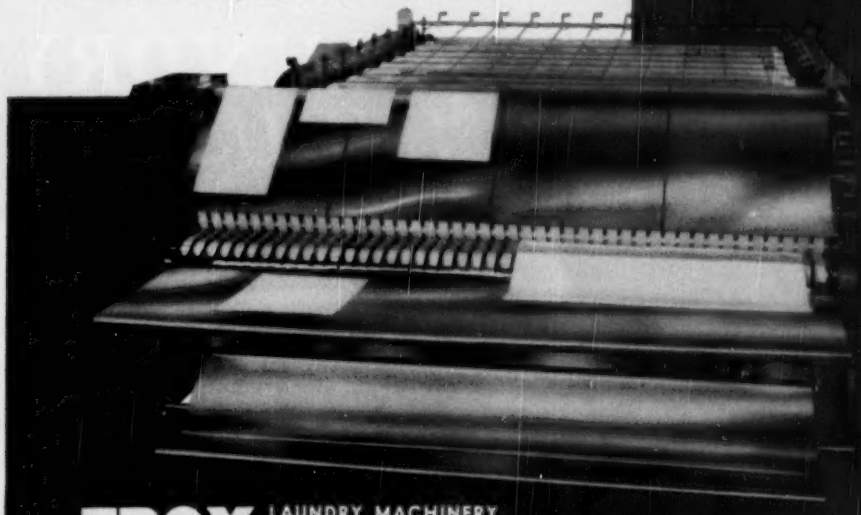
GREATER FLEXIBILITY — Automatically measures and folds linens ranging in size from 20" to 120" wide and 24" to 108" long. Linens are folded twice lengthwise with edges buried. Usable with any flatwork ironer.

SAVES TIME AND LABOR — Eliminates the labor of two girl "catchers" normally used in hand folding. Folds as fast as the girls can feed and the ironer can dry.

MINIMUM FLOOR SPACE — Troy Fleximatic Folder requires only 88" x 159" floor space — less than any other folder on the market.

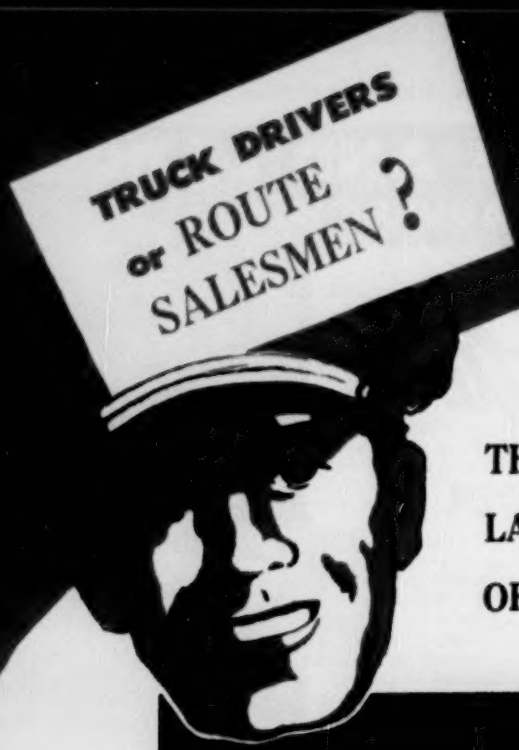
STAINLESS STEEL CONSTRUCTION — Apron, receiving table and drop-through table are of stainless steel construction. These features, as well as static eliminator and permanently-lubricated ball bearings, are standard on Troy Fleximatic Folders.

WRITE FOR COMPLETE INFORMATION AND PRICES



TROY LAUNDRY MACHINERY
Division of American Machine and Metals, Inc., East Moline, Illinois
In Canada: American Machine and Metals (Canada) Ltd., 1144 Weston Road, Toronto 9, Ontario

COMPLETE LINE OF LAUNDRY AND DRYCLEANING EQUIPMENT



Coming

THE OUTSTANDING
LAUNDRY PUBLICATION
OF THE YEAR

GUIDEBOOK
OF THE
LAUNDRY INDUSTRY

3. BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

N:
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tabulated informa-
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on. Basic textbook
reference form,
plant exec-

in September

MAKE SALESMEN ROUTEMEN

- [illegible]ing for the new man.
- [illegible]aining for selling family laundry service.
- Training for selling specialties—dry cleaning, household, blankets and other special services.
- Training in effective use of sales [illegible] and presentations.
- Retraining for sustained selling.
- Training in organization of time and effort.
- Individual training in the field—observation, coaching and demonstration.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by *informational ads throughout the* Classified and G[illegible] Sections.

4. AND A.I.L. CONVENTION NEWS

full [illegible] of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Boston, Mass., October 7-9.

STARCHROOM LAUNDRY JOURNAL

20 N. Wacker Dri[illegible]

[illegible] 1175 Woodbury Road
Pasadena 4, California

(Continued from page 50)

ASHEVILLE, N. C.—The Mountain City Laundry and Abbott-Knight Drycleaners, which were declared insolvent, will continue to conduct business under the court-appointed receivership of Robert S. Swain.

GOLDSBORO, N. C.—The Carolina Industrial Laundry, Inc., opened on April 15. Oscar Stempler is president of the new organization, and A. L. Monaco is plant manager.

MILAN, TENN. — Hugh Weyland, owner of the Southern Laundry in Jackson, has announced that he has purchased the interests of Felix Collins and James Powell in the Crystal Laundry and Cleaners, Inc. George Terry has been named manager of the plant.

LAKE WALES, FLA.—Joe H. Settle has been made manager of Prather's Laundry. He was transferred from a Prather's branch in Fort Myers.

FORREST CITY, ARK. — Majestic Laundry and Cleaners have filed articles of incorporation. Incorporators are Henry T. Butler, Everett Moseley, Matilda M. Butler, and Geraldine J. Mosely. The firm is capitalized at $10,000.

ATLANTA, GA.—Preferred stockholders of the National Linen Service Corporation recently approved a loan of $2,000,000 for expansion purposes.

GREENFIELD, IND. — The Greenfield Laundry Service recently held its first open house. The firm is owned and operated by Francis O. Oden and his two sons, Francis W. and Donald D.

ST. JOSEPH, MICH.—Barlow's Laundry & Dry Cleaners have added a new washer to their washroom equipment.

GRAND RAPIDS, MICH.—The American Laundry has installed a new conveyor system.

HARRISONVILLE, MO.—Irven Raines has sold his laundry to Albert D. Johnson. The new owner plans to install a shirt unit in the near future.

GALT, ONT.—A school of institutional laundering, backed by the National Research Council's laundry and drycleaning division, is being conducted at the Kitchener-Waterloo hospital. The school is the first of its kind in Canada.

GRAND HAVEN, MICH.—New water softening, finishing, extracting and tumbling equipment has been installed at the Haven Laundry.

KIRKLAND LAKE, ONT.—Albert Delean and Ernest James announce that they have recently added a lot of new equipment to their Spic and Span Laundry.

LANSING, ILL.—A group of women at the Trinity Lutheran Church recently saw the film, "Time for Living," which was supplied by a local laundry.

CLEVELAND, OHIO — Thanks to a sharp-eyed store clerk of the Troy Laundry, Detective John Jones apprehended the thief who stole $20 worth of clothing from his automobile. A young man walked into the store, and the clerk recognized the mark on a shirt in his bundle as being that of a long-time patron, the detective. Mr. Jones was notified, and promptly arrested the thief at his home.

TELL CITY, IND.—The Quality Laundry has installed a new flatwork ironer.

INDIANAPOLIS, IND.—The Crown Laundry and Dry Cleaning Company has installed new shirt finishing equipment.

CHARLESTON, ILL.—A corporation charter has been issued to the Charleston Laundry, Inc., with Harold J. Sennatt, Mae Sennatt, and Harold J. Hoagland as incorporators. The firm was incorporated with 180 shares of stock with a par value of ten dollars per share.

CHICAGO, ILL.—New washing equipment has been installed at the Up-To-Date Laundry.

PAINESVILLE, OHIO—The Painesville Laundry and Dry Cleaning Company recently held an open house at its new plant on Mentor Avenue. The plant is headed by Alden Fletcher, Sr., and features 24-hour service.

PARIS, MO. — Mr. and Mrs. Ray Smithey have sold the Paris Laundry to Roy Power and Lynn Turner.

CHICAGO, ILL.—The Chicago Laundry Owners' Association is fighting a proposed increase in the cost of gas. Laundry representatives said that large amounts of money had been spent in installing gas-fired equipment under the impression that gas rates would not be increased. The utility is seeking a 30 percent boost in the gas rate.

HARRISONVILLE, MO. — Mr. and Mrs. A. D. Johnson plan to open a modern laundry.

ST. LOUIS, MO.—Frank R. Watkins, 68, proprietor of the Goodwill Laundry & Cleaning Service, was recently getting into his truck when two bandits accosted him, one standing beside the truck and the other getting into the cab. When they demanded his money, the operator wrested the revolver from the gunman and routed both the robbers.

CLEAR LAKE, IOWA—N. Hugi has sold the Clear Lake Laundry to Ed Lamson.

MOLINE, ILL. — Fire damage estimated at $30,000 damaged the F. W. Means company and its affiliated organizations, the Industrial Towel Service and the Tri-County Clean Towel Service.

LONDON EXHIBITION

F. W. BRIDGES & SONS, Ltd., Grand Bldgs., Trafalgar Square, London, W. C. 2, the organizers of the Laundry, Dry Cleaning, and Allied Trades Exhibition, announce that accommodations have been provided for any American laundryowners who may be able to attend the meeting. The dates are September 28-October 7, and the place is Olympia (Grand Hall), London, W. 14, England. The meeting is promoted by and is under the direct control of the Society of Laundry Engineers & Allied Trades, Ltd.

It was also announced that the first meeting of the International Laundry Congress is to be held in London in September. Full particulars are available from the General Secretary of the Institution of British Launderers, Ltd., 17, Lancaster Gate, London, W. 2, England.

D. K. Rollit, general secretary of the Institution of British Launderers invites American launderers to attend the National Laundry Congress to be held at the Felix Hotel, Felixstowe, Suffolk in May 15-19, 1950. Necessary arrangements will be made for those who wish to attend. ●

You Can "Write Your Own Ticket" for

Montpelier

CHECK YOUR NEEDS
We'll Meet 'em

YOUR CHOICE OF CHASSIS
Make Model

(On MONTPELIER "SIDE-AISLE" Models)
FULL CROSS-AISLE — for Easy Access from Either Side ☐

DROP FRAME—for Greater Convenience, Less Fatigue ☐

(On MONTPELIER "URBAN" Models)
FORWARD CONTROL—to further Increase Load Space ☐

(On Any MONTPELIER Model)
SHORTER WHEELBASE—for Shorter Turning, Easier Parking ☐

GREATER LOAD SPACE—More Deliveries per Trip ☐

WIDE REAR DOORS—for Greater Loading Ease ☐

MORE HEADROOM — So Driver can Stand and Work Erect ☐

SWIVEL BUCKET SEAT—for Greater Ease Entering, Leaving ☐

INSULATION — Top, Sides and Floor ☐

—and Many Other Optional Features to Increase Efficiency, Lower Costs, for **YOU.**

URBAN and SIDE-AISLE

DELIVERY VEHICLES

ENGINEERED and BUILT
TO MEET **YOUR** SPECIFIC NEEDS

A PROVEN FORMULA for
Cutting Delivery Costs — Increasing Profits

1. Choose Chassis of the make and size you consider most practical for YOUR needs.
2. Write, Wire or Phone MONTPELIER, giving information as to chassis, whether for wholesale or retail, etc. We'll send you, immediately, description of MONTPELIER features developed during our more than twenty years in designing and building cost-saving delivery transportation for LAUNDRIES and DRY CLEANERS.
3. MONTPELIER will cooperate with your truck dealer in providing the most economical and desirable delivery equipment—engineered and built to YOUR specific needs.

Your drivers will make More Stops with Less Fatigue,—More Dollar Volume, Less Cost, Bigger Profits for YOU.

MONTPELIER'S Cost-saving Methods—using standardized and special assemblies—keep your buying price surprisingly low.

Let us furnish you with additional information.
WRITE, WIRE OR PHONE

THE MONTPELIER MANUFACTURING COMPANY
Manufacturers of Specialized Delivery Equipment
MONTPELIER, OHIO

Montpelier "Side-Aisle" Style with Drop Frame

You'll be Proud of the Smart, Modern Appearance of Your MONTPELIER Delivery Equipment

MONTPELIER "URBAN" FORWARD CONTROL STYLE

Cleaning Section

WHERE ARE YOUR COSTS?

By DRAPER W. ARMSTRONG

Chief Accountant,
National Institute of Cleaning and Dyeing

ANY drycleaning plantowner may examine his profit and loss statement for an accounting period and find out what it has cost him to produce the sales volume in his plant. It is only necessary for him to deduct his total expenses from his income. By doing this he may find that his business has earned a profit.

What he may *not* know, however, is that considerably more profits have slipped through his fingers because no systematic effort was made in his plant to reduce the ratio of his costs to his total net sales.

In order for him to do this, he must have an accurate yardstick with which to measure his costs. He must have access to standard costs established for the drycleaning industry so that he may determine which of his expenses are excessive and should be corrected. The two principal purposes of any cost analysis system are, (1) to provide a period-to-period control of costs, and (2) to inform management when the need exists for a thorough examination of methods, facilities, man-power and organization so that defects may be discovered and corrected.

Cost accounting is recognized as an indispensable tool for good management by those who have diligently applied its principles to their operating performance. This simply means the recording of complete and accurate cost data according to sound accounting principles, and nothing more. There is danger, however, that the term "cost accounting" be interpreted as meaning rigid and complicated procedures with special forms involving extra clerical help, and the implication that the work entails more inconvenience and expense. Nothing could be farther from the truth. Some plantowners may regard it as an added expense to maintain a breakdown of costs in more than the three general cost classifications of "production," "selling and distribution," and "administrative" as shown on Chart 1.

These are considered to be normal drycleaning plant operating costs, divided into three major classifications. Here is the yardstick by which the drycleaner may measure the efficiency of his operation. If production costs, for example, are more than 55 percent and other costs are normal, then surely profit will be less. Likewise, a sales and distribution cost of 30 percent, will almost certainly mean less profit.

Now then, consider the case of the plantowner who consolidates his costs, and whose financial statements at the close of an accounting period show a profit, but altogether too small a profit on the volume of business done. He thinks that he should be making more profit, and in probability he should. Noting his sales total for the period, he is quite likely to think a little more business coming his way would net him higher earnings. Not in his case! Since he has never concerned himself with cost analysis, he wouldn't know where to look to cut his costs. No matter how much his sales increased, his cost ratio would be the same, and perhaps higher. In all probability he would wind up with less profit.

Let us assume that his sales volume for the accounting period is $50,000 and his expenses are $48,000. His

CHART 1

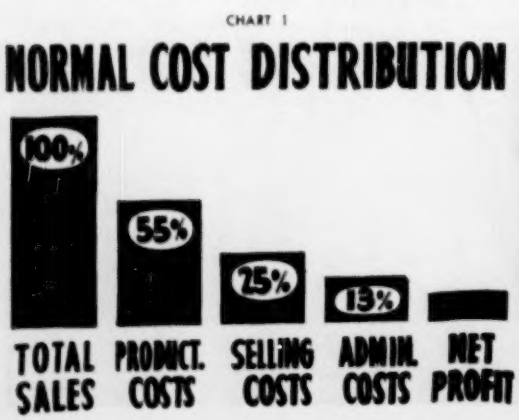
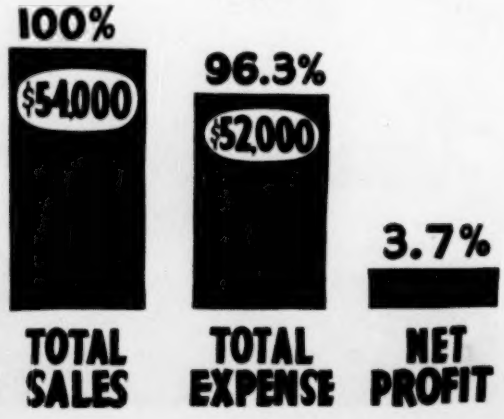


CHART 2



WHEN YOUR PAINT REMOVER FAILS... USE PYRATEX

SIMPLIFIED SPOTTING CHART

White Background For Wet Spotting—Black Background For Dry Spotting

GROUP "A" FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	PROTEIN FORMULA 11 parts MULSOLITE 1 part 26° AMMONIA	STOCK M 1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	POWDERED DIGESTER R. S. R. (Mfrd. by Wallerstein Co.)
GROUP "B" COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	TANNIN FORMULA 1 part MULSOLITE 1 part GEN'L. FORMULA #209		POWDERED STRIPPER STREEPENE (For whites only)
GROUP "C" INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEX (Marking and ball pen ink)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "D" RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE (Mfrd. by Crescent Chemical Co.)	TANNIN FORMULA 1 part MULSOLITE 1 part FORMULA #209 (For weighted silks)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "E" PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICRIN	
GROUP "F" COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY Straight PYRATEX	

CHEAPER spotting compounds often work satisfactorily in the removal of ordinary paint, grease, and other stains shown in group "E" of the Simplified Spotting Chart at the left.

But even the best paint removers fail in the complete removal of those stains containing collodion in group "F." These include

Lacquer
Enamel
Airplane Dope
Nail Polish
New Skin

Pyratex is also superior to conventional paint-oil-grease removers for the removal of *rouge, lipstick, shoe polish.*

Send for valuable treatise on "Lipstick Loads." This treatise outlines in detail the safest and quickest procedure for handling an entire load which has been smeared by lipstick in a drying tumbler.

YOUR FAVORITE JOBBER HAS A FRESH SUPPLY OF PYRATEX FOR PROMPT DELIVERY TO YOU

R. R. STREET & CO., INC.
561 West Monroe St., Chicago 6 *Industrial Chemists* SINCE 1876

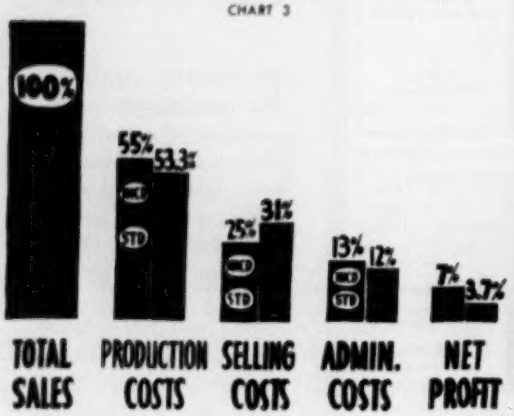
Copyright 1950, R. R. Street & Co., Inc.

profit, therefore, is $2,000, or four percent. It is quite possible that in his effort to increase his volume he will have spent too much money for sales promotion and the resulting figures may look like this. (See Chart 2, page 56.)

His volume has increased $4,000, but his expenses have also increased $4,000. His net profit has decreased, however, from four percent to 3.7 percent.

This chart shows the vital need for more information. We know what the costs are but where are they? Let us analyze this meager profit and loss statement in the light of a logical basic grouping of expenses, and see what happens.

CHART 3

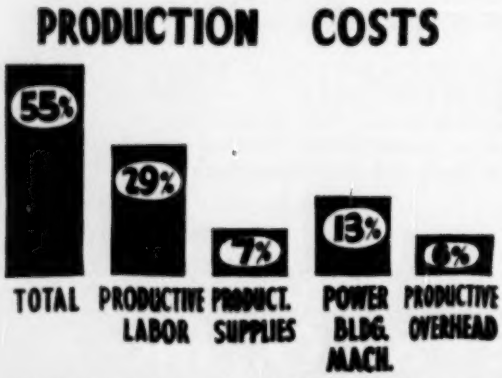


By comparison with standard costs we find that the production costs in our friend's plant are a little better than standard. Apparently he is a good production man. His sales costs are six percent higher than the standard, and his office and administrative costs are one percent lower than standard.

Perhaps now is the time to point out that a uniform cost accounting system will cure no evils in high costs. Even though it will show exactly where your costs are high, it can do nothing to bring them down. It has served its purpose when it has shown where to direct your efforts toward cost reduction.

Let us look a little more closely then at the yardstick for production costs and see how it can help us to put the spotlight on abnormally high costs.

CHART 4

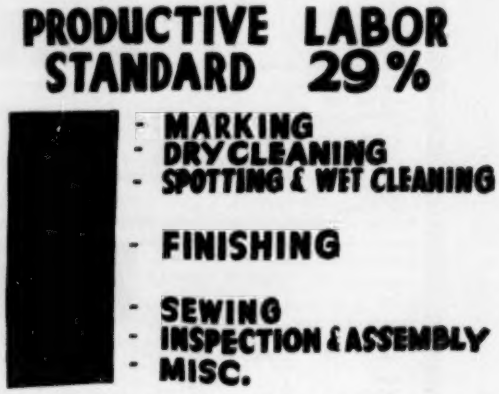


Here is the gauge against which you must place your costs, and again it is obvious that wherever expenses exceed the standard it is inevitable that profit will be less.

The productive labor standard includes all of the money which is spent in payroll for processing garments that are brought in to your plant. It includes all of the wages and salaries paid to employees who mark in, clean, wetclean, finish, sew, inspect and check out the garments. When this figure is too high, and under present day operating conditions it quite often is, further analysis is needed. Let us put the spotlight on productive labor. If this figure is too high in your plant, again compare it with established standards to find out exactly where you need corrective measures.

This breakdown of productive labor costs can be an

CHART 5



excellent guide in analyzing the cost of producing work in the drycleaning plant. It is not a rigid and inflexible pattern from which we must not deviate. Quite often differences in price structure with consequent changes in quality standards will displace the internal balance of costs. The total amount of money spent for productive labor, however, must be within the limits of the standard if a good profit percentage is expected.

When plant operations reflect abnormal variations from the standard or normal cost ratios, there are definite steps that may be taken to correct the situation. For example, the finishing cost, which is one of the key operations in that it is the largest single production cost, may be 18 percent instead of the standard figure of 11.5 percent. The solution to this problem will not ordinarily be found in an examination of the hourly or weekly wages paid in the finishing departments. It may become necessary to determine unit production costs. In order to do this, production records must be kept over a period of time that will insure accurate unit costs. Perhaps a wage incentive plan, based on NICD production standards and installed in the finishing department only, will maintain the same hourly rates or possibly increase individual earnings and at the same time reduce the unit costs of production. This reduction in unit costs, due to increased production per operator, always lowers the cost ratio of the whole department.

This same solution may be applied in its entirety to the marking department with equally effective results in cost reduction.

The methods used for correcting difficulties which have been pin-pointed by good cost analysis are not always the same, however. The answers are not always obvious. The spotting and wetcleaning departmental costs, for instance, may be excessive because the drycleaning department has produced work of an inferior

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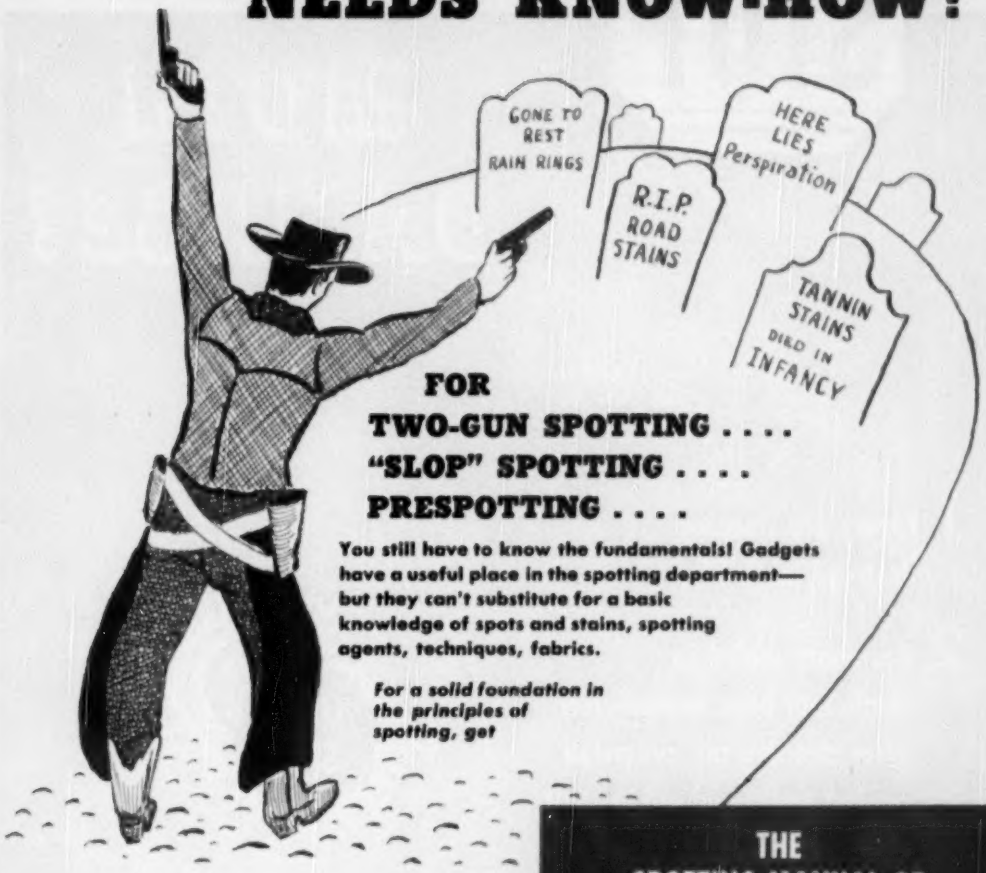

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quality. Faulty practice in the drycleaning room can double or triple spotting department costs alone.

Poor layout of equipment or inadequate and sometimes non-existent production control methods can play havoc with production costs. This is particularly true in the inspection and assembly department. When cost analysis shows a high labor cost for inspecting, assembling and packaging garments, look first at the methods which will not only minimize the number of garments handled in a specific period of time, but also reduce both the floor space requirements for these operations and the number of operators.

The matter of supply cost is quite troublesome in some plants when an effort is made to charge all costs on an accurate monthly basis. It is evident that the cash disbursements for supplies of various kinds do not necessarily indicate the actual cost for these items during that month, since in many cases a large amount may be purchased for use over an extended period.

Determining Supply Cost

There are three generally accepted methods for costing supplies, all of which are reasonably accurate for practical purposes. From a strict accounting standpoint, the proper method is to charge all supplies to an inventory account for each kind of supply purchased; take an actual inventory at the end of each month of each kind of supply; and charge the amount used up to the corresponding expense accounts. Practically, however, it is difficult or impossible to take the necessary time for such an actual inventory and, in most cases, it is not really necessary.

Another exact way of determining the amount of supply cost, particularly recommended for the larger plants, is to maintain what is called a perpetual inventory. This necessitates the keeping of all supplies in some central storeroom and the maintenance of a card record for each kind of supply. As supplies are purchased they are added to the cards, and as they are taken out of the storeroom for use, the quantity taken is marked on the card. Then the net quantity of each, shown by the card, will be the quantity on hand. This method also eliminates much waste and perhaps loss from theft, as well as the danger of running out of some important kind of supplies.

If actual inventories are not taken each month, and a perpetual inventory system is not maintained, it is necessary to adopt some less accurate, but more simple way of taking up supplies cost, month by month. The best arbitrary method is to take the cost of each kind of supplies for the year before and figure the percentage which it bore to the sales for the year. Then, each month during the current year, take the same percentage of the sales for the month, and charge the resultant figure to expense for the given kind of supplies. The percentage will not fluctuate greatly, so this method will be quite accurate. An actual inventory should, of course, be taken fairly frequently, say, every four or six months, so that the percentage charged may be adjusted.

With good control over supplies inventories, and proper costing methods, the costs for supplies used should be quite in line with the standard or normal costs.

It is somewhat difficult to set up standards on selling and distribution costs except from the overall viewpoint. There are, however, definite limits beyond which it is economically unsafe to go.

Sales promotion, which includes all costs for advertising, whether it be newspaper, radio, television, direct mail or any of the other means of building sales, should not exceed 5% of total sales. Claims and allowances should not exceed 1.5%.

The remaining portion of the standard cost of selling and distribution varies widely in many plants when it is broken down. One organization may be built entirely on a call and delivery basis while another may be composed entirely of store outlets. Most drycleaning plants are combinations of the two types.

However the plant is organized, the total amount of money spent for routemen's wages and commissions, truck maintenance, store rent and expense, and store clerks salaries should not exceed 17.5 percent of total sales.

About administrative and office expenses little need be said. There are standards here as well as in the other cost groupings. Many operators prefer to consider executive salaries in the same category as net profit, and whether you do or do not is a matter of individual preference or plant policy.

The point of all of this discussion is that there *are* established standards of cost for the drycleaning industry, and there are uniform cost accounting systems available from the NICD. You can and should know not only *what* your costs are, but more important, exactly *where* your costs are.

Uniform cost accounting enables members of the NICD to report annually their cost experiences. These reports can and have been compiled statistically. These annual reports received from members are used to prepare the interesting and instructive summaries of cost data which are published annually.

Groupings are made as to geographical location of plants, where labor and other cost factors are about equal. This produces an average percent of cost to sales in each territory, not particularly influenced by a wide range of labor rates, and geographical factors entering into cost of supplies, power, light and heat, etc.

Another grouping is made on the basis of annual sales volume. This grouping is divided into eight classifications, ranging from plants in the $25,000 volume to plants doing over $300,000.00 annually.

The percent of cost for each sub-division of expense may be compared with the normal percent derived from NICD studies, thereby enabling plantowners to see where cost experience differs from the normal average. When costs are excessive, the need exists for investigation of the causes; likewise, when costs are normal or better, it is well to know what conditions prevail, so that they may be continuously employed.

In closing, I will point out that the major objectives, or desirable goals, in cost analysis are: to aid in determining policies; to facilitate effective supervision of plant operation; and to aid in the attainment of high standards of efficiency, and, therefore, realization of maximum net profits. ●

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- Trimming, Damaging and Cutting
- Operating
- Nailing
- Squaring
- Closing
- Finishing

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CHAPTER 4. Pelt Layout Systems
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- Concealed-Seam Layout
- Black Persian Garments
- Assembled Furs
- Enlarging Fur Area

CHAPTER 5. Let-out Work
- Let-out Fundamentals
- Split-Skin Let-out Work
- Refinements of Let-out Work
- Matching Let-out Work

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- Repairing Sags
- Replacing Worn Fur at Seat
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Engineering Section

CASCADE LAUNDRY MAKES DIESELS PAY

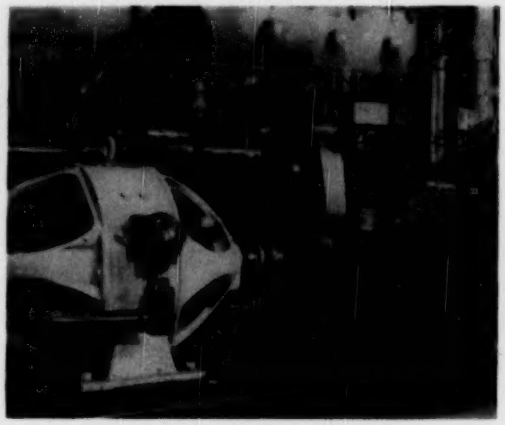
By ROBERT N. YOUNG

THE Cascade Laundry of Brooklyn, New York, is one of the largest laundries in the world. Handling over a million pounds of laundry a week, together with drycleaning, rug cleaning, linen supply, also family laundry and diaper services, this mammoth institution employs 1,500 people today as compared with 1,100 back in 1937, and now operates 300 trucks serving the entire metropolitan area. It will be seen that Cascade Laundry has expanded in proportion to the growth of the vast community it serves.

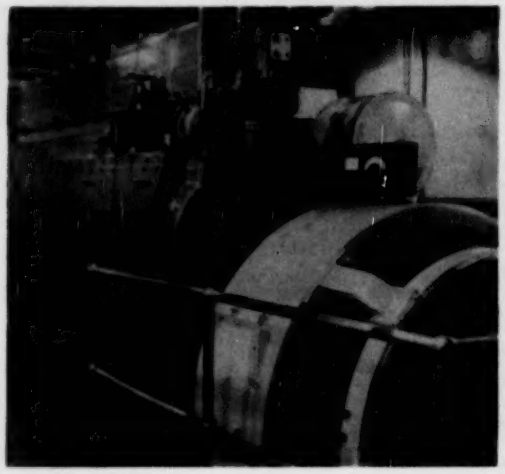
Mr. Max Troy, for many years chief engineer of the company, is credited with development of most of the special and highly efficient machinery used throughout the plant. Day by day operation and maintenance of plant machinery is under Mr. Anthony Bouza, supervising engineer.

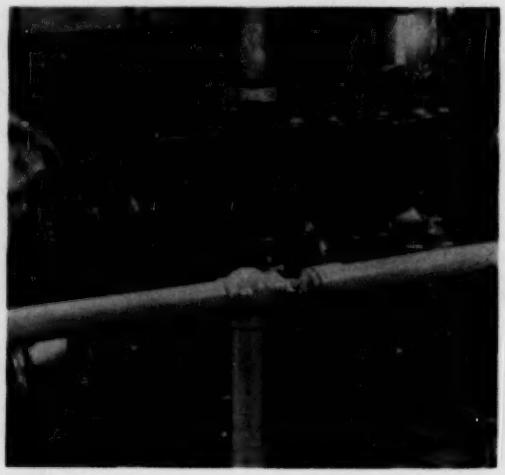
The company has progressively developed its power generating facilities in keeping with good economy and proper heat balance. Originally the prime movers were steam units consisting of both reciprocating and turbine machinery, the exhaust from which gave up its heat to water for various plant uses. But as the gradual installation of electrically-driven equipment increased the load on the steam units it was found that there was an excess of exhaust steam beyond the heat requirements of the plant.

At this point Mr. Max Troy recognized the advantages of diesel economy and started a blending of prime mover equipment by installing a 300 hp., 6-cylinder diesel, directly connected to a 200 kw. d.c. generator, and



Above Right: This 35 kw. set is about 13 years old and carries the night lighting load regularly. Below Left: This 640 hp. diesel-generating unit is the plant's latest power addition, installed in 1949. Below right: 90 hp. diesel and compressor supply compressed air





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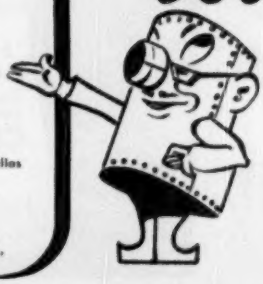

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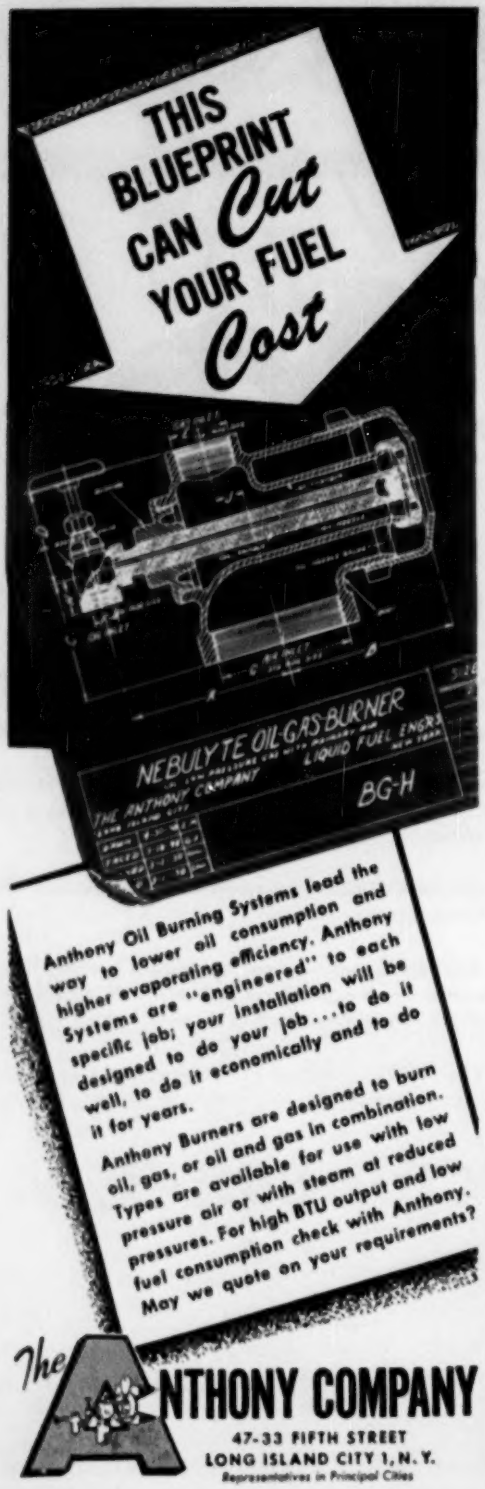

"Why don't you warn us when you 'soup up' a tumbler!"

a 6-cylinder, 1,750 rpm. diesel driving a 35 kw. d.c. generator. This was in November, 1936, and at that time the turbine unit was shut down, but is still available for stand-by service. The 35 kw. diesel-generator unit is now used for night lighting and stands idle during daylight hours. The large diesel unit supplies current for general plant needs.

The next move was brought about by an increased demand for compressed air throughout the plant, required for the operation of controls on the washing wheels, also for operation of pressing machines. This move consisted of the installation of a 2-cycle diesel belted to a compressor and a similar motor-driven compressor for stand-by.

By 1948 the growth of Cascade's business had so increased the electrical load that additional generating facilities were required. And in December of that year a long step was taken with the installation of a 640 hp., 720 rpm., diesel and a 450 kw. generator which has been in continuous service since early 1949. The company has thus assured itself of continuous power supply by developing its plant around diesel efficiency and dependability. ●

Editor's Note: The above article and photographs appeared originally in *Diesel Progress*, and are reprinted through kind permission of that publication.

SMALL SAVINGS

By J. G. BERGER, M.E., *Engineering Editor*

LAUNDRYOWNERS in many parts of the country are deeply concerned to find that they are doing less business than they did last year. This, together with the fact that the margin of profit in the laundry industry averages less than five percent, makes it absolutely essential that every cost item, no matter how small, be watched very closely.

There are innumerable small savings that can be made in the power department, and the laundryowner that ignores them in the plant is likely to find them appearing as red figures in his books. It is hoped that this article will focus attention on the importance of making these small savings wherever possible.

When figuring production costs, laundryowners frequently attribute five percent to their power department and 28 to 40 percent to labor. The five percent figure seems insignificant by comparison, so they lose interest in reducing power costs. But if the steam is too wet, if the water is not hot enough, if the electricity lacks pep, and if the lights are dim, the little five percent item may:

1. Increase the returns on the flatwork ironer.
2. Double the time required to finish a shirt.
3. Prevent thorough washing.
4. Make the standard number of rinses and suds insufficient.
5. Slow down the motors.
6. Take the sparkle out of the finished bundle.

It is obvious that lack of attention to the power department may have serious and far reaching consequences throughout the entire operation of the plant.

To keep production cost down, the following items are very important:

1. Dry steam of proper pressure.
2. Hot water of 180° F. or higher.
3. Soft water.
4. Electricity of at least 60 cycles and the correct voltage.
5. Lighting of sufficient candlepower.

To accomplish this your boiler must be properly installed and not too overloaded so that the moisture in the steam does not exceed two percent. The pressure must not be allowed to vary too much, and must be kept well above 90 pounds per square inch. If current is made on the premises, it must be of the proper voltage and cycle at all times. The hot water heater must have

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Get more soft water from your water softener by refilling it with Elgin Zeolite. All types furnished. Elgin high capacity zeolites can increase your soft water output 3 to 10 times. Write for information on type needed.

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★ **Easy Installation**—New V-shaped gripping lugs on inlet and outlet bosses—may be easily installed with any type wrench.

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Available for pressures to 600 psi, screwed and flanged. Sizes ¼" to 4".

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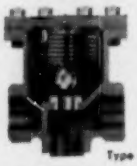
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3) NO WATER-LOGGING: operate on lowest temperature differential.

Nicholson traps are today enabling many operators to heat up units faster. 5 types: size ¼" to 2"; pressures to 225 lbs. See our BULLETIN 450 or Sweet's.

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ECONOMIC, the original combination of Boiler-Furnace and Refractory has brought economical steam generation to many thousands of small steam users. It's a rapid steamer—has large steam and water capacity—it's safe. Front and rear doors make it easy to keep tube interiors clean and efficient. There's nearly 75 years of constant improvement behind the Economic, and today it is fusion welded and X-ray inspected to eliminate riveted straps and seams. Write for Catalog SB-34.

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enough steam coil capacity to produce the hot water required.

A boiler test will quickly show where the faults and defects may be, and probably with minor expenditures corrections may be made to insure good operation. This matter has been covered in some detail in various articles that have appeared in this magazine over a period of years.

Indicator Cards

In order to determine if the engine generator set is operating efficiently, indicator cards should be taken. The cards will quickly show what the operating conditions happen to be.

They may show a leakage of steam between the exhaust and steam valves of the engine, which materially increases the steam consumption and is physically recognized by pounding of the engine. The cards may also show improper setting of the valves which causes greater steam consumption than is necessary and which is frequently recognized by what is called a knock. This knock has a higher pitch than the pounding referred to above. If the engine labors as it carries the load, the cards frequently show the head and crank end hogging the load. This not only leads to great inefficiency and loss of steam to the roof, but shortens the life of the engine.

An engineer experienced with a steam indicator can do much to prevent steam loss to the roof and reduce the cost of making electricity in your plant by from five to 10 percent.

Knocking or pounding can also be produced by worn main bearings, by wear at the cross heads, and at the crank shafts. To sum it up, if the steam engine is not running quietly, it is a good indication that your electricity is costing more than it should, and savings can be made by looking into the operation of the engine generator set.

Using Fuel Efficiently

Most efficient use of fuel is a very broad subject and has been discussed in recent issues. There are, however, a few points that should be kept in mind and which bear repeating.

For oil-fired installations, the heat release should be no more than 30,000 B.t.u. per cubic foot per hour, although this may run higher during top loads. To put it another way, the combustion chamber of an oil-fired boiler should have about 1½ cubic feet for every boiler hp. developed. If you have reason to think that your oil installation is not as efficient as it might be, the following table indicates possible savings.

Production, Lbs. per Week..	30,000	60,000	90,000
Lbs. Steam Used per Year...	9,000,000	19,000,000	31,000,000
Potential Savings With Properly Designed Oil Installation.....	$630	$1,330	$2,170

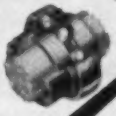
Around September 1, 1949, laundries in New Jersey began to notice that business volume was on the decline. Seeking ways and means to cut costs, the New Jersey Laundry and Cleaning Institute asked the writer to prepare a check list for the benefit of the membership. The list included the following.

1. If the boiler is hand-fired, don't just let it burn until the next firing. Tool the first with a bar, rake or hoe to avoid holes in the fire bed. Tests show that with holes in the fire, CO_2 drops from 10-13½ percent down to 5 or 6 percent, which drops boiler efficiency from about 78 percent to approximately 64 percent.

If you stoker-fire, it pays to use the fire tools and avoid losses between the retort and sidewalls. Burn the

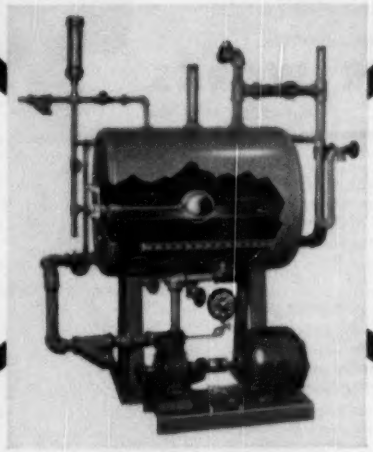
Schaub Master-Bilt Pump
Ball bearing turbine-type. Hydraulic and dynamic balance. No periodic maintenance needed. Install a Schaub Master-Bilt pump, then forget about it.

Permanently Lubricated Ball Bearings—
No more greasing. Grease is sealed in and dirt is sealed out for the lifetime of the pump.



Fleximatic Shaft Seal—
Simple 3-piece assembly provides leakless trouble-free operation. No more water spray. No more shaft scoring. No more pump packing.

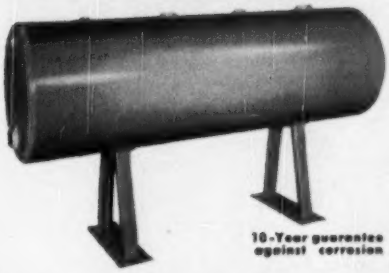
When You COMPARE FACTS Like These



Ultra-Dependable Magnetrol Boiler Water Level Control—
Combination pump control and low water safety cut-off.

—Schaub Systems use only the proven, friction-free Magnetrol for continuous boiler safety. No bellows to stiffen, no packing to bind, no tricky electrode circuits to fail. BOILER SAFETY KNOWS NO PRICE.

All models approved by Underwriters' Laboratories, Inc.



Chromosoid-Lined Receivers
Schaub engineers worked with leading chemical researchers to develop Chromosoid lining. You're safe from costly premature replacements. No more rust-clogged systems.

10-Year guarantee against corrosion

You'll Put Your Money On SCHAUB BOILER RETURN SYSTEMS

There is a great deal *more value* in a return system when it is completely engineered to do the job *right*. Consider, for instance, how tremendously important is the boiler control that both operates the electric feed pump and doubles as the low water safety cut-off on your boiler. Should this automatic control fail *just once*, you are wide open for boiler failure and plant shutdown, to say nothing of the hazard of boiler explosion.

If the only advantage a Schaub System gave you was its supremely dependable Magnetrol boiler control, it would be hard to over-estimate its extra value. Why? Because only Magnetrol's tireless, friction-free operating principle—with no bellows to stiffen or rupture, no packing to bind, no hyper-sensitive electrical circuit—gives *continuous* safety. And boiler safety knows no price.

But that's not all—with a Schaub System you also get exclusive maintenance-free Master-Bilt pumps and corrosion-proof Chromosoid lined receivers. When you buy a Schaub System, the least difference is the difference in price.

The complete story of how much more you get when you specify a Schaub System is quickly presented in Catalog 55. Write for it now.

FRED H. SCHAUB ENGINEERING COMPANY, INC.

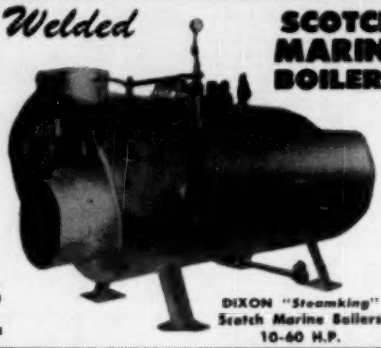
2107 S. Marshall Boulevard • Chicago 23, Illinois

COMPLETELY *Automatic All Welded*

SCOTCH MARINE BOILERS

Specializing in our revolutionary combination water tube & fire tube boiler—"Dixon **WATER WALL** Scotch Marine Boilers 75-350 H.P."

In smaller boilers our standard Scotch Marine design is manufactured from 10-60 H.P. as illustrated and shipped complete from our factory with automatic equipment and refractory installed.



DIXON "Steamking" Scotch Marine Boilers 10-60 H.P.

WRITE FOR DESCRIPTIVE LITERATURE

DIXON BOILER WORKS

1625 Naud St. Los Angeles, California

coal down to an ash at the dump plates with air provided for that purpose. This, too, may avoid the efficiency drop mentioned above.

With oil firing, avoid building up carbon deposits, control the vaporization and air, and maintain the right fuel oil temperature.

In a laundry washing 20,000 pounds per week, a saving of $300-$500 per year is possible. In larger laundries the saving is proportionately greater.

2. If bare steam lines, exposed heads on presses, and any exposed steam heating surfaces are covered, the insulation will save enough in one year to pay for itself, if the covering used is 85 percent magnesia or fibre glass. One foot of three-inch pipe thus covered costs about $1.00. Other sizes cost in proportion to the square of the diameter.

3. Many laundries throw away dirty condensate from the hot water heater if the steam is engine or pump exhaust. The condensate contains 160 B.t.u. per pound above cold makeup water to the boiler feed pump. The water lost costs something, and it is valuable in that it is free from scale-forming salts. A laundry washing 20,000 pounds per week and using 3,700 k.w.h. per month can, by using an oil separator (sometimes called a steam purifier), save about $25 per month or $300 per year in fuel, water, and feedwater treatment costs. The installation of such equipment will run close to $1,000, but it will be amortized in three years.

4. The most well-known saving method is found in a heat reclaimer installation which takes the heat out of the dirty washroom water on its way to the sewer and transfers it to the clean water on its way to the hot water heater. In many cases we have found that this pays off in two to four years.

5. Drilling a well cuts the cost of water, even if the water is harder and requires more salt for the water softener. In some cases a well has paid for itself in two to three years.

6. Laundries of 40,000 pounds per week washing capacity or larger have possibilities of reducing the cost of electricity and warrant an investigation for that purpose.

Compressed Air Savings

Compressed air, which is so important in the finishing room, cannot do a good job if it contains too much moisture. This moisture can be eliminated by using one of several separators and traps put on the market for that purpose.

However, if it is not possible to obtain the separator and trap, a good temporary job can be done by cooling the compressed air to precipitate the water. This may be accomplished by enclosing the pipe which connects the compressor and the receiver within a larger pipe. If the air pipe is 1½ inches in diameter, use a four-inch enclosing pipe. The device should extend for at least six feet. Close the ends of the larger pipe with caps, drilled and tapped to admit and seal the smaller pipe. Run all of the incoming cold water to the laundry through this outside pipe so as to cool the air as much as possible. Provide an entrance at one end and an exit at the other for the cooling water.

This will precipitate the moisture in the receiver. The 1½-inch line should enter the side of the receiver about one-half or three-fourths of the way up. Draw compressed air from the top of the receiver. Blow water out of the receiver once each day by a valve or cock at the bottom.

It is difficult to estimate the savings incurred by providing dry instead of wet compressed air, but it has been expressed that wet air slows up production as much as five percent. If the labor of pressing is 30 percent of the selling price, wet air might mean an actual 1½ percent loss on the selling cost.

It seems appropriate to recall ten commandments which Joseph W. Hays prepared for the power plant engineer in 1908. They are just as true today as they were then:

1. Do not waste anything. Remember that when you waste fuel or supplies you waste the money of the man who employs you—that you are giving him a good reason for not raising your wages.

2. Keep the place clean. If you cannot keep it clean, keep it as clean as you can.

3. Keep the boilers, furnaces, and other apparatus in your charge in good physical condition. The better the physical condition, the easier the job.

4. Use the best material obtainable, when possible, especially in the construction of your furnaces. The best is the cheapest.

5. Adopt a routine for the boiler room, but do not be a slave to routine.

6. Keep practical records as far as practicable. Do not overdo record keeping. The records that really tell something are the only records to keep.

7. Enforce discipline, but remember when enforcing it that "moral suasion" is always better than a club. Be as firm as you please, but always be fair.

8. Always be interested in your work, because your work is always interesting. There is more to it than "just burning fuel and making steam."

9. Read and keep up-to-date.

10. Use your head and always be guided by common sense. ●

THE MODERN SYSTEM OF CONDENSATE DRAINAGE CONTROL THAT CUTS LAUNDRY COSTS WITHOUT ADDING NEW EQUIPMENT

"We saved $6000 a year on recovered steam."

"Our pressing time was reduced 70%, without the necessity of adding any additional boiler. We also saved 25% on fuel and recovered 12% of condensate."

"We increased the speed of our flatwork ironers more than 12%, no longer have trouble with damp hems, or have cold machinery when we start work in the morning. Best of all, we don't have to drain or 'baby' a single unit at any time."

"Our shirt ironing capacity was increased over 50%."

"We eliminated some 15 or 16 traps—also their constant changes and repairs. Since putting in this system we have reduced our productive labor which undoubtedly is due to the fact that our equipment is a great deal hotter."

In practically every instance of a Cochrane C-B installation, the report is similar to the above quotations. And in addition to improving the speed of output and better laundered goods, these installations have remarkably reduced their operating costs for competitive selling against self-service launderettes.

Is it any wonder that laundry operators everywhere are studying the remarkable results that can be accomplished in the closed system from boiler through equipment and back to boiler by the use of Cochrane C-B equipment?

If your operating costs are cutting too heavily into your laundry profits, if self-service competition is making inroads into your customer lists, you'll be interested in knowing how many progressive laundries are meeting these factors and increasing their profits without adding a single press, ironer or tumbler.

COCHRANE CORPORATION 87 YEARS OF SERVICE 1863-1950

A complete explanation of this system together with many interesting case histories (perhaps similar in their problems to your own) are contained in Publication 3250, a copy of which will be mailed on request. Use this coupon.

COCHRANE CORPORATION
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COCHRANE C-B SYSTEM OF CONDENSATE DRAINAGE CONTROL

COCHRANE CORPORATION
3101 N. 17th Street, Philadelphia 32, Pa.

Please send me a copy of your Publication No. 3250 and a list of laundries using the C-B System of Condensate Drainage Control.

Name.....
Title.....
Company.....
Address.....
City..... Zone..... State.....

PRELIMINARY REPORTS SHOW SLIGHT PROFIT INCREASE FOR 1949 . . . . .

Advance Profit Average for the Industry Increases .15 Percent

JUDGING from 250 cost percentage reports gathered from laundries all over the country, the American Institute of Laundering reports that the industry's profit average for 1949 (before taxes) was 4.99 percent, a slight increase over the 1948 figure of 4.84.

The AIL emphasizes that these operating cost percentage figures are preliminary, and that a complete report will be compiled after all percentage reports have been sent in. The deadline for reports from member plants was April 10. As the 250 early returns probably represent plants with more complete accounting systems, the final profit figure is likely to be slightly lower than 4.99 percent.

AIL Technical Bulletin No. 395, in which the profit figures are shown, includes two different breakdowns of the plants included: one shows weekly sales volume classifications, and the other shows cost districts. The sales volume classifications include nine groups, ranging from under $2,000 to over $15,000. Seven cost districts were used, representing the northeastern, middle-eastern, southeastern, east north-central, west north-central, west south-central, and western sections. The all-plant average is given below.

The AIL points out that detail figures usually do not add up to the subtotals. This is because every percentage in the tabulation is an average of all plants reporting on that particular percentage. All plants do not report on each item.

PRELIMINARY OPERATING COST PERCENTAGES FOR 1949

LAUNDERING COSTS

Acct. No.			All Plants (250)
1.1	Prod. Labor—Laundering	(a)	32.47%
1.2	Prod. Labor—Drycleaning	(b)	32.62
	TOTAL PRODUCTIVE LABOR COSTS		32.92
2.2	Nets & Marking Supplies	(a)	1.14
2.3	Washroom Supplies	(a)	3.06
2.4	Water & Softener Supplies	(a)	.94
2.5	Ironing & Finishing Supplies	(a)	1.41
2.6	Packaging Supplies	(a)	2.45
	TOTAL LAUNDERING SUPPLIES	(a)	9.00
2.7	Drycleaning Supplies	(b)	9.46
	TOTAL PRODUCTIVE SUPPLY COSTS		9.42
3.1	Power Plant Wages		1.61
3.2	Fuel		2.58
3.3	Repairs and Maintenance		.44
3.4	Depreciation		.42
3.5	Insurance		.07
3.6	Purchased Power & Light		1.08
	TOTAL DIRECT POWER COSTS		5.82
4.2	Rent of Laundry Building		2.23
4.3	Repairs and Maintenance		.63
4.4	Depreciation		.63
4.5	Insurance (Building)		.16
4.6	Taxes (Real Estate)		.48
	TOTAL BUILDING OVERHEAD COSTS		2.43
5.1	Maintenance Wages		1.14
5.3	Repairs and Maintenance		1.33
5.4	Depreciation		2.07
5.5	Insurance (Mach. and Equip.)		.23
5.6	Taxes (Personal Property)		.41
	TOTAL MACHINERY OVERHEAD COSTS		4.18
6.1	Indirect Labor		1.29
6.2	Superintendence (Plant)		2.79
6.3	Supplies and Expense		.60
6.5	Compensation and Other Insurance		.75
6.6	Social Security Taxes		1.23
6.7	Vacation Wages—Plant		.91
	TOTAL INDIRECT OVERHEAD COSTS		6.75
	TOTAL LAUNDERING COSTS		61.52

COLLECTION, DELIVERY AND SALES PROMOTION COSTS

7.1	Routemen's Wages and Comm.	11.15%
7.2	Route Supervision	1.64
7.3	Delivery Equip. Operating Expense	2.56
7.4	Depreciation (Del. Equipment)	.94
7.5	Liability & Other Insurance	.43
7.6	Agency, Branch & Call Office Exp.	3.48
	TOTAL DIRECT COLL. & DEL. COSTS	18.31
7.7	Sales Promotion Salaries	1.14
7.8	Sales Promotion Expense	1.32
7.9	Claim Adjustments	1.03
	TOTAL DIRECT SALES PROM. COSTS	3.21
	TOTAL DIRECT COLL., DELIVERY AND SALES PROMOTION COSTS	21.52

OFFICE & ADMINISTRATIVE COSTS

8.1	Office Salaries	3.51
8.2	Stationery, Printing & Postage	.63
8.3	Other Office Expense	.59
8.4	Depreciation (Office Equipment)	.13
	TOTAL DIRECT OFFICE COSTS	4.80
8.5	Executive Salaries	4.65
8.6	Personal Relations & Welfare	.98
8.7	Bad Debts	.31
8.8	Shortages	.25
8.9	Other Administrative Expense	1.80
	TOTAL DIRECT ADMINISTRATIVE COSTS	7.17
	TOTAL DIRECT OFFICE & ADMIN. COSTS	11.97
	TOTAL OPERATING COSTS	95.01
	OPERATING PROFIT OR (LOSS) (Before Federal Income Taxes)	4.99%
	Operating Profit or (Loss)—As Above	4.99%
	Add: Executive Salaries	4.65
	Profit Before Executive Salaries	9.64
	All Other Operating Costs	90.36
	TOTAL OPERATING COSTS AND PROFIT	100.00%

(a) Percentages on these lines are of laundering sales. (b) Percentages on these lines are of drycleaning sales. All other percentages are of total sales.

DOLLAR VOLUME DROPS IN 1949

National Laundry Sales Decline 3.16 Percent

THE American Institute of Laundering issued its annual dollar sales volume report on March 24, and the figures are not quite as pretty as they were last year. Dollar sales for the year 1949 fell just short of $829 million, a drop of 3.16 percent from the 1948 figures. Sales for 1948 reached a record high of $855,686,000. The new report is the first since 1933 to show a nationwide sales decline.

The sales picture for laundry dryeleaning departments and linen supply plants is more encouraging. Dryeleaning dollar sales for 1949 are up 3.06 percent above 1948, and linen suppliers showed an increase of 4.20 percent for the same period. The survey included reports from 1,346 laundries, 821 dryeleaning plants, and 160 linen supply plants.

The AIL report summary, showing sales data of the major sections of the country, is reproduced below. The bulletin also includes sales data by cities, sales data by states, a graph showing sales trends since 1929, and a tabulation of annual laundering sales since 1909.

Of the 81 cities reporting, Fresno, California, came up with the largest increase, 12.83 percent, while New Britain, Connecticut, seemed to be hit the hardest as it shows a drop of 17.68 percent. Dryeleaning percentages are quoted for 47 cities, and 16 of these showed a decrease. Norfolk, Virginia, with its 41.44 increase, led the list, and New Haven, Connecticut, showed the largest loss, 18.31 percent.

A check of the laundry sales data by states disproves an old political maxim, "As Maine goes, so goes the nation." Maine was one of the eight states to show an increase, topping the list with 5.44 percent. Arizona's laundry sales declined to the extent of 14.10 percent.

The dryeleaning sales record shows South Carolina with a high of 20.74 percent, and Oregon down at the bottom with a 9.59 percent decrease. Among the linen suppliers, of which there are reports for only 24 states, Michigan showed a whopping 30.03 percent increase, while the District of Columbia had the low figure of an 11.61 percent decrease.

The Institute made no attempt to analyze business on a tonnage basis in its report. ●

	LAUNDERING		DRYCLEANING		LINEN SUPPLY	
	No. of Plants	Percent Increase (Decrease)	No. of Plants	Percent Increase (Decrease)	No. of Plants	Percent Increase (Decrease)
North-Eastern States	341	(3.39)	176	(2.47)	38	3.62
Middle-Eastern States	120	(2.52)	83	2.94	8	1.41
South-Eastern States	203	(3.85)	154	5.85	16	3.42
East North-Central States	306	(2.88)	162	3.01	39	4.98
West North-Central States	97	(.87)	67	3.14	7	6.21
West South-Central States	154	(2.65)	106	1.35	28	11.11
Western States	125	(5.14)	73	.44	24	(2.74)
Total Plants Reporting	1,346		821		160	
Average Increase (Decrease) All Plants		(3.16)		3.06		4.20

SALES PROMOTION GROUP FORMED

ON March 12, 1950, a group of laundryowners from various parts of the country, representing large and small plants, met at the Stevens Hotel in Chicago to form the Laundry Owners' Committee for National Sales Promotion. Cecil P. Jannsen, Eastport Laundry, Michigan City, Indiana, was elected chairman of the group. Luther A. Mains, Up-To-Date Laundry, Chicago, was elected secretary.

The purpose of the committee is to find ways and means of sponsoring a national sales promotion campaign for the laundry industry. It was resolved that all laundries, whether they are members of the AIL or any local organizations or not, should be allowed to join.

It was further resolved to seek the endorsement by the AIL board of directors of a national cooperative sales promotion program, but that the management and operations of the campaign would be handled by the Laundry Owners' Committee so as not to tax the present limited facilities of the Institute.

The committee was formed as the result of a personal mail survey made recently by Mr. Jannsen to a group of laundryowners asking them how much they would be willing to contribute to help finance such a project. Without seeing a specific campaign, over 200 laundryowners said that they would contribute a total of $52,000 or more per year for the program. Because of this encouraging sign, the Laundry Owners' Committee was established.

Ultimately, the committee hopes to select an advertising agency which will prepare a complete sales promotion program for the industry. This program, the committee points out, must include some form of national advertising, national public relations, plus local tie-ins for the individual plant, for a group of plants in a given area, and for every routeman within a participating laundry.

Laundryowners desiring to become members of the Laundry Owners' Committee for National Sales Promotion or wishing to express their cooperation in a national program should write to Cecil P. Jannsen, Eastport Laundry, Michigan City, Indiana, or to Luther A. Mains, Up-To-Date Laundry, Chicago. ●

Left to right: R. Preston Bunn, vice-president; Emil F. Hilker, vice-president; R. C. Drew, vice-president; C. W. Grimes, new sergeant-at-arms; T. E. Milholland, president, NICD; Henry Benoit, secretary-treasurer; Charles Stork, president, Frank Prather, retiring president

SOUTHERN FOUR-STATE CONVENTION

THE Laundry and Cleaning Association of the Carolinas, Georgia, and Florida held its 43rd annual convention on April 17-19 at the Hollywood Beach Hotel, Hollywood Beach, Florida. Approximately 230 delegates registered for the meeting which carried the keynote "Think" throughout the business sessions. Needless to say, those attending took full advantage of the many social and sports activities which the convention committee had planned. The program even included a deep sea fishing expedition.

T. E. Milholland, president of the NICD, stressed the importance of "Sound Thinking" in his keynote address, and he was followed by Dr. Dorothy S. Lyle, NICD, who spoke on "Customer Relations." Edward S. Spanke, manager of publicity and editorial departments, AIL, addressed the delegates on "Getting the Public on Your Side"; Raymond Anthony, American Laundry Machinery Company, spoke on "Your Unlimited Sales Opportunity"; J. B. Turner, Orange State Oil Company, gave an address on "Thinking"; and P. T. Vitale, Colgate-Palmolive-Peet Company, gave an interesting talk on "Balanced Detergency in Soap-Alkali Washing Systems."

Reports from various state organizations stressed the importance of quality, a very definite factor in today's slowing market.

At the closing session Frank Prather, Prather Laundry, Fort Myers, Florida, retiring president, turned the gavel over to newly elected President Charles Stork, Sunlight Laundry and Cleaning Co., Columbia, S. C.

Vice-presidents elected are the presidents of their respective state organizations and include: R. Preston Bunn, Griffin, Georgia; Emil F. Hilker, Raleigh, N. C.; R. C. Drew, Miami. C. W. Grimes, Charlotte, N. C., was elected sergeant-at-arms, and Henry Benoit, Charlotte, N. C., was re-elected secretary-treasurer. ●

MOUNTAIN GROUP CONVENES

A NEW type of program was featured at the annual convention of the Mountain States Laundryowners Association held at the Cosmopolitan Hotel, Denver, Colo., March 31 and April 1. Instead of a series of talks a laundry clinic made up the program. The convention opened Friday noon with a luncheon, followed by a short business session.

Saturday morning the convention delegates gathered at the Capitol Laundry, owned and operated by Joe North. At the plant three clinics were held featuring the washroom, shirt, and flatwork departments. This session was handled by Lee Johnston, AIL; Robert Finch, Cowles Chemical Co.; Joe North; Fred Metzger, Ideal Laundry, Denver, and Harold LePere, manager of the Capitol Laundry.

Clinics were also held at the Cosmopolitan Hotel on Saturday morning and in the afternoon. Sales, supervisory and office procedures were handled at the hotel clinics. The afternoon sessions included a discussion of what had been demonstrated at the plant in the morning. In addition to the men taking part in the morning clinic at the laundry, the following led discussions at the afternoon clinics: Arthur Toll, Phoenix Laundry, Phoenix, Arizona; Robert Dolhof, AIL; T. C. Runner, Colorado Laundry, Pueblo, Colo.; William G. Friday and F. P. Lightner, National Cash Register Co.; Fred Palmer, New Method Laundry, Grand Junction, Colo.; Harold Payne, Tingue, Brown Co., Los Angeles, Calif.; and Lee Fondren, national sales manager, Radio Station KLZ, Denver.

The point stressed during the clinic sessions was that work quality must be improved and sales effort must be increased to meet competition of home laundry service.

The convention session ended Saturday afternoon with the showing of the AIL film, "Time for Living." The film used is the property of the Denver Laundryowners' Association, which has been featuring the film at meetings of women's clubs and various organizations in Denver for some time with good results. The film is booked solid way up into June.

Charles Flutcher, Jr., Colorado Laundry, Pueblo, Colo., was re-elected president for the coming year, and J. E. Smith, Cheyenne Steam Laundry, Cheyenne, Wyo. was re-elected vice-president. John T. Kuhn, Troy Laundry, Casper, Wyo., was elected treasurer, and Frank

Left to right: John T. Kuhn, Troy Laundry, Casper, Wyo., treasurer; Joe North, Capitol Laundry, Denver; James L. Rutledge, Sanitary Laundry, Albuquerque, N. M., director; J. E. Smith, Cheyenne Steam Laundry, Cheyenne, Wyo., vice-president; Frank LeRoy, Denver, secretary; Charles Fletcher, Jr., Colorado Laundry, Pueblo, Colo., president; George Nelson, Silver State Laundry, Denver, retiring treasurer; James Hollingsworth, City-Elite, Denver, chairman entertainment committee; Arthur Toll, Phoenix Laundry, Phoenix, Ariz.; T. A. Kemme, Carmen Distributing Co., Denver

LeRoy, Denver, is executive secretary. Three directors were elected: John T. Kuhn; James L. Rutledge, Sanitary Laundry, Albuquerque, N. M.; and Mark Benson, Alamosa Laundry & Dry Cleaners, Alamosa, Colo.

The annual dinner-dance and floor show was held on Saturday night with some 300 laundrymen, allied tradesmen and guests present. The entertainment feature of the convention was supplied by the Denver Laundry-owners Association with J. E. Hollingsworth, City-Elite Laundry, as chairman of the committee. ●

GEORGIA MEETING WELL ATTENDED

By WILLIAM S. CROMPTON

A TOTAL of 571 delegates from Georgia and surrounding southern states attended the annual convention of the Georgia Laundry and Cleaners Association, held March 29 and 30 at Atlanta. Those attending were rewarded with good weather and good speakers on a well coordinated program. The convention theme, "Let's Be Wise—Let's Merchandise," predominated the entire two-day session. The business sessions, which opened with group singing led by Henry Benoit of North Carolina, were well attended, even by most of the 77 allied tradesmen.

Outstanding among the talks was the discussion, graphically illustrated with charts, of "Price Cutting vs. Volume Decline" by James R. Wilson, head of an Atlanta firm of dryeleaning and laundry accountants. Stage skits demonstrating route selling techniques dramatized the presentation of Wirt Dunlop, sales promotion director of the American Institute of Laundering, on "Practical Day by Day Selling." Mr. Dunlop followed up the next day with a talk on "Selection and Training of Sales Personnel."

Other top-notch speakers included Norbert Berg, managing executive of the National Institute of Clean-

Left: Actors from Atlanta Civic Theater dramatize Wirt Dunlop's talk on practical selling. Routeman makes point after housewife started by slamming door in his face. Below, seated, Mrs. Eileen McDargh, executive secretary. Left to right: Preston Bunn, president; Sydney Garrison, vice-president; Clifford E. Morgan, retiring president

Some of the guests attending cocktail party

ing and Dyeing, discussing management, and Dr. Dorothy S. Lyle of the NICD, with a slide-illustrated talk on current textile problems. Thomas Asbury, Jr., of the Charles S. Martin Distributing Company, Atlanta, gave a blackboard talk on a "Formula for Successful Retailing," and Commissioner Ben T. Huiett of the Georgia Department of Labor explained the effect of the state unemployment compensation law on the laundry and drycleaning business.

Don E. Tuttle, head of the research department of Procter & Gamble, showed that company's technicolor film, "Leave Less to Luck," featuring the properties and actions of soaps and detergents photographed under the microscope.

Preston Bunn of Griffin was elected president of the coming year, and Sydney Garrison of Moultrie was chosen vice-president. Mrs. Eileen McDargh continues as executive secretary.

Directors for 1950 are: Ed Barrett, Cedartown; Mercer Buffington, Manchester; Bill Buntin, Albany; Joe Edwards, Jr., Thomasville; C. P. Goodloe, Valdosta; Hulan Hardy, Augusta; Mrs. R. A. Hill, Macon; Theo Jackson, Winder; Joe Levine, Macon; T. T. McGee, Lawrenceville; H. F. Meadors, Covington; C. E. Morgan, Decatur; J. L. Reeves, Griffin; W. J. Rice, Columbus; Arthur Solomon, Jr., Savannah; Curtis Spear, Columbus; Gardner Hale, Savannah; Marvin Wages, Albany; H. L. Cornelison, Athens; C. C. Porter, Gainesville; D. R. Tanner, Douglas; Charles Griffeth, Athens, and Sam A. Wix, Atlanta.

A cocktail party Wednesday afternoon and a banquet and floor show Thursday night provided the entertainment to balance the convention, one of the best Georgia has held in many years. ●

NEW JERSEY ELECTS OFFICERS

THE New Jersey Laundry and Cleaning Institute elected new officers at its annual spring meeting, April 20, at Newark, New Jersey. This one-day session was dedicated to the improvement of quality, service and sales, and the selection of officers for the 1950-51 year.

The opening event was the showing of the Procter & Gamble new film, "Leave Less to Luck," presented by Don Tuttle. Next Dr. Matthew M. Chappell of The Psychological Corporation, New York, told some of the background of the 1949 Laundry Market Survey before giving the audience the figures of that study.

John C. LeClair, public relations counsel, gave the listeners some facts on what to expect from a public relations program in contrast to an advertising campaign. The final session of the afternoon consisted of short reports given by John H. Yauch, Jr., on the 7-day delivery problem; A. John Plonski, on the Employer's group insurance plan, Edward McDonough, on foreman training, and Ralph B. Smith, on improved quality to recapture lost shirt volume.

The election of directors and officers at that time named Benjamin B. Foster, president; S. E. Willey, vice-president, and Harold C. Buckelew was renamed

Delegates and guests attending banquet meeting which preceded panel discussion

E. I. Schwartz presents plaque to retiring president William B. Austin

"I know we promised your shirts today, Senator, but you know how it is with promises."

executive secretary and treasurer. New board members named were E. J. Bowen, Philip B. Henoch, and H. M. Marx.

The dinner meeting was followed by a panel discussion. The questions considered were taken from a mail survey that had been conducted among the Institute's members. Those making up the panel were Benjamin Foster, George Klinefelter, Sydney Moore, Arthur Stevens, Francis Wilkinson, Victor Kramer, Wayne Wilson, and John Yauch, Jr. ● —*Wayne Wilson.*

FOUR-STATE CONVENTION IN DES MOINES

Left to right, standing: Andy Goldrick, secretary-treasurer, Missouri; W. E. Theobald, vice-president, Missouri; Fritz Haas, retiring president, Kansas; H. M. Jourdan, retiring president, Nebraska; Warner Williams, vice-president, Missouri; Ward Wilson, secretary, Iowa. Seated, left to right: Frank Evans, president, Missouri; George Paltoff, president, Kansas; Clifford Gambs, president, Nebraska; Art Howe, president, Iowa

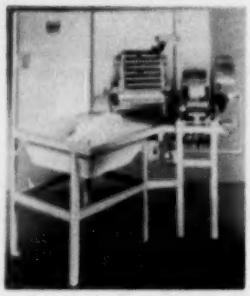
LAUNDERERS and cleaners from Missouri, Kansas, Iowa, and Nebraska met in Des Moines on March 23-25 for their annual four-state convention. On the opening day the meeting was highlighted by such speakers as Frank Miles, one of the Middle West's outstanding public relations men, Gene Hawk, one of Iowa's leading launderers, who spoke on "Incentives," and Walter H. Montgomery of the Crown Laundry in Indianapolis, who discussed the latest trend in laundering, "A Laundry Within a Laundry."

The second day opened with Clay Hardin, NICD, explaining "Fabric Problems." President Fred McBrien of the AIL followed with a forecast of business trends for 1950, and painted a bright future for aggressive launderers, if they'll work at it. Wayne Wilson, editor, STARCHROOM LAUNDRY JOURNAL, reported "The Things We Hear and See in the Laundry and Cleaning Industry," and George Isaacson, AIL, spoke on the newly modernized Institute Laundry. The last hour before the banquet and floor show was given over to a showing of the AIL-Kohnstamm public relations film, "Time for Living." ● —*Lou Bellew*

NEWS NOTES *from the* ALLIED TRADES

New Marking Equipment

The National Marking Machine Co. has developed a new line of Fantom-Fast marking equipment. The new unit consists of a Monomove table on which is mounted the new National air-driven marking machine and the new Listmaker.



The Listmaker has been developed to include a number of important new features. If the operator inadvertently makes an overcount of a particular item or hits the wrong key, her error can be corrected. Next, the clearing mechanism of the machine is locked until the list is printed, making it impossible to clear the machine and lose the accumulated count before the list is printed. After the list is printed the keyboard of the machine is locked until the machine is cleared, which prevents superimposing a new count on an old count already in the machine.

The A-50 marking machine and the Listmaker are interlocked by a new device known as the Mark-Lock device. When the list is printed on the Listmaker, the Mark-Lock makes the marking machine inoperative, and also lights a signal reminding the operator to change the mark for the next bundle. The marking machine will not operate until the Listmaker is clear and the mark setup levers of the marking machine all have been returned to the 'no print" position by means of a bail bar control handle mounted on the marking machine.

The Fantom-Fast system of invisible identification, incorporating this new line of equipment, is said to make possible fast and accurate assorting through the use of big typewheel characters, yet no visible mark is ever placed on an article found in the laundry bundle. ●

Collar Support

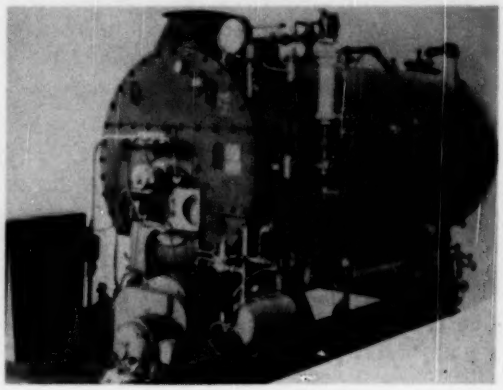
Recognizing the need for specialized packaging for the currently popular sport shirt, Time Savers, Inc. of Montclair, N. J., is now in full production of Xpando, the Sportster, a collar support that retains the shape of the freshly ironed sport and non-starched shirt collar.

The new collar support does not tie up shirt unit production, it is claimed, since it requires only one simple operation to insert. It contracts or expands to fit all collars from 13½" to 17½", forming a complete, rigid circle against the inner face of the collar. A flick of the hands expands it to a snug-fit that makes it impossible to fall out. A patented Lok-Slot feature automatically locks the holder in place.

Readers are invited to send for more information and their copy of Time Savers new shirt packaging folder complete with many packaging items and detailed instructions for their use. Write to Time Savers, 83-99 Walnut Street, Montclair, N. J. ●

Self Contained Boilers

An addition to its line of self-contained 15 to 500-h.p. boilers has been announced by the Cleaver-Brooks Co. of 326 E. Keefe Avenue, Milwaukee, Wis.



The new unit, called the Model LR, is said to make more effective use of today's low-cost fuels, heavy oils and gas, according to the maker.

Included among the model's features is a rotary burner, simple, compact and fully automatic, which provides flexibility in burning heavy oils or industrial gases. A single, low-speed, low-power consumption blower furnishes all the air for combustion, resulting in less weight and reduction in sound levels.

A totally enclosed, drip-and-dust-proof panel protects all major electrical controls. Electronic combustion safety devices and dual low-water cutoffs are standard equipment. The simplified design of a combination gas-oil burner permits rapid changeover from oil to gas or the reverse in less than a minute.

The Model LR, states the company, is a boiler of all-welded construction, meeting standards of the A.S.M.E. boiler code, leading insurance underwriters, and burners approved by Underwriter's Laboratory. ●

Day Addresses Laundry Managers

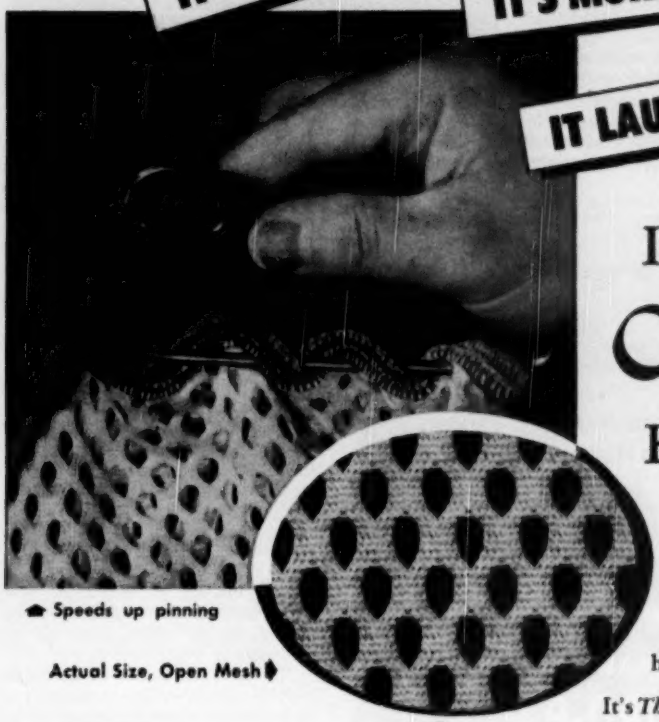
Eugene R. Day, laundry technician of the Philadelphia Quartz Company, Philadelphia, recently addressed the Institutional Laundry Managers' Association of Philadelphia on the subject, "Alkalies— Methods of Application." He pointed out that such factors as plant conditions, equipment, and personnel determine the method of using washroom supplies. A display board offered visual explanation to the topic.

A complete set of the company's free series, "Question & Answer Data Sheets," was shown with an invitation for members not already on the mailing list to have their names added. ● *(Continued on page 80)*

IT'S MORE EFFICIENT!

IT'S MORE ECONOMICAL!

IT LAUNDERS LONGER!



Speeds up pinning

Actual Size, Open Mesh

It's the *NEW* Callaway Knitted Nylon Callanet!

IT'S THE ANSWER to laundry net headaches!

It's *The* Nylon net you've been hoping for.

Large, open mesh insures speedier pinning—just what you've been asking for, waiting for—*now it's here!*

Contact your Callaway Representative for further details of CALLANET—the laundry net that's made the way you'd make one for yourself.

PROFIT BY THESE SUPER CALLANET FEATURES!

1. Streamlined, lightning-fast pinning.
2. Day-light mesh that won't "fog up"—lintless.
3. Free passing of insolubles.
4. Suction action—cleaner, whiter loads.
5. Wider opening—easier loading.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Long lasting—dollar saving.
11. Made by pioneers in net manufacturing.

CALLAWAY MILLS Reg. U. S. Pat. Off.

Callaway Mills INC.

SALES SOLICITORS

New York 16, 295 Fifth Avenue

Boston 11, 38 Chauncy Street • Chicago 54, Merchandise Mart

Detroit 1, Francis Palms Building • Atlanta 3, Candler Building

West Coast Representative: W. A. BALLINGER & CO.

50 Otis Street San Francisco — 1126 Santa Fe Avenue Los Angeles — 1216 Sixth Ave. So. Seattle

New Delivery Truck Line

A new line of International multi-stop delivery trucks with Metro bodies, featuring all-new, matched chassis and bodies, has been introduced by the motor truck division of International Harvester Company, it was announced by W. C. Schumacher, general manager.

Specifically designed for low-cost handling of light, bulky cargo, the new trucks are said to match the inherent ruggedness of all-truck construction with bodies engineered exclusively for International truck chassis.

"Perfect matching of body payload capacity with correct wheelbase, engine power, axles, frame, transmission, and other chassis components is the most important factor in achieving more efficient, lower-cost operation in multi-stop trucks," Mr. Schumacher pointed out.

The company now is producing the chassis as well as the body in one plant. Chassis were formerly shipped in from International's Springfield, Ohio, plant. This change required the addition of 42,000 square feet of manufacturing space in the Bridgeport, Connecticut, Metro works for a chassis line.

Model LM-120 with 9½-foot body has payload capacity of 292 cubic feet. International unit features roomy payload area and accessibility

The newly designed trucks present an entirely new appearance and have many important new features.

In addition to the new smart lines of the exterior, the body has greater cargo-carrying capacity, with an inside height of 70 inches, an increase of 2½ inches. The floor is 1½ inches lower, allowing a lower center of gravity. Front side doors have been increased 4 inches in width and 1 inch in height, thus making loading and unloading easier. Standard rear door openings are 2½ inches higher, and the inside step is 1½ inches lower.

The new trucks are designed to provide easier service accessibility; have greater vision; separate parking lights; and a new solenoid-actuated starter controlled by the ignition switch.

New heavy-duty channel-type front and rear bumpers are now mounted to the chassis frame.

The unit is powered with the new Silver Diamond 220 truck engine, International's new power plant introduced with the L line. This valve-in-head, six-cylinder engine develops 100 horsepower and has a compression ratio of 6.5.

Featured with the new engine is a new heavy-duty three-speed transmission and a remote-control gearshift with positive acting rods for easier, more positive shifting.

Further features include full-floating hypoid rear axles and new wider tread front axles for more stability and better steering. New shock absorbers, longer springs, and new spring shackles.

The new line includes three body sizes to assure the right delivery truck to meet any particular job requirement.

"Nothing else like it!"

SAY LAUNDRY PLANT OWNERS FROM COAST TO COAST

The Sensational New DRAW-STRING

ARROW LAUNDRO-PAD

One Trial Test Will Convince You

All over America, progressive plant owners have been quick to recognize this sensational advancement in laundry pressing pads. Arrow Laundro-Pads give perfect quality pressing with faster production and greater profits. Slashes old-fashioned replacement costs! Outlasts any other pad four to one!

NO COTTON OR FLANNEL PADDING NEEDED.

PRE-CUT TO FIT SKIN-TIGHT ON ALL LEADING LAUNDRY PRESSES

SAVES TIME
SAVES LABOR
SAVES MONEY

SPEEDY, EASY 1-2-3 CHANGE OVER

1 Remove all the old padding leaving springs and buck exposed

2 Place Arrow Laundro-Pad over springs and buck and tighten draw strings

3 Put on cover and start pressing. Complete change-over in less than 3 minutes.

ARROW LAUNDRO PAD

ORDER DIRECT FROM YOUR JOBBER or Write, Wire or Phone

ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.

The 7¾-foot body, with 235-cubic-foot capacity, is available on three 102-inch-wheelbase chassis: the LM-120, with a 5,300-pound GVW; the LM-121, with a 5,800-pound GVW; and the LM-122, with a 6,300-pound GVW.

The 9½-foot body, with 292-cubic-foot capacity, is available on six 115-inch-wheelbase chassis: the LM-120, with a 5,300-pound GVW; the LM-121, with a 5,800-pound GVW; the LM-122, with a 6,300-pound GVW; the LM-150, with an 8,000-pound GVW; the LM-151, with a 9,000-pound GVW; and the LM-152, with a 10,000-pound GVW.

The 12-foot body, with 375-cubic-foot capacity, is available on three 134-inch-wheelbase chassis: the LM-150, with an 8,000-pound GVW; the LM-151, with a 9,000-pound GVW; and the LM-152, with a 10,000-pound GVW.

Optional equipment includes a variety of rear door sizes and such features as undercoating of chassis and body. SAE frame width of 34 inches is standard in every model.

Lincoln Moves to New Plant

Lincoln Products, Inc., manufacturers of the Rola-Rug rug packaging machine; Lin-Tex "P", rug cleaning detergent; and Lincoln Touch-Up dye kit, has moved to a new, larger plant at 85 Springdale Avenue, Newark, New Jersey. The company formerly was located in East Newark.

According to Harry A. Gross, Lincoln's president, increased demand for the company's line of efficiency products is keeping pace with the growing recognition that streamlined methods are required in rug cleaning operations. He also points out that Lin-Tex "P" is particularly useful in areas affected by water shortages because it can be used with only 50% of the water usually required for cleaning rugs.

All-Purpose Belting

A new, stronger, all-purpose belting especially designed to meet industry's demand for a single textile belting that will handle elevating and conveying requirements for practically all types of materials is now being manufactured by the Victor Balata & Textile Belting Co., 55 Park Place, New York 7, New York.

Victor "Suprene" belting is made from a special woven cotton duck impregnated with an exclusive Neoprene compound. It is claimed that this combination of heavy, tightly woven duck and the Neoprene impregnation not only provides extra strength and durability, but assures a belting of lasting trouble-free service under the severest operating conditions.

Dr. Hall Honored at Dinner

A dinner attended by 150 associates and friends was recently held in Pittsburgh in honor of Dr. Ralph E. Hall, international authority on industrial and municipal water conditioning. Dr. Hall has served as director of Hall Laboratories, Inc., since it was founded by the Hagan Corporation, on April 1, 1925.

Dr. Hall is relinquishing active direction of Hall Laboratories to Dr. Everett P. Partridge, but will continue his scientific work as consultant with the firm, and remain a member of the board of directors.

Dr. Hall is regarded as the founder of scientific water conditioning, and his discoveries provided the first scientifically solid theory on the formation of scale in steam generators. He and his associates successfully

READ WHAT THIS LAUNDRY MANAGER SAYS ABOUT LIFE

Mr. M. P. Burlingame is Vice-president and manager of the Wilson Laundry, Bryn Mawr, Pa. and is now celebrating his 44th anniversary with this firm. He is also a director of the Phila. Laundry Owner Exchange, a member of the Laundry Board of Trade, Penna State Laundry Owners' Assn. and past president and director of the Suburban Laundry Owners' Association.

THE WILSON LAUNDRY CO.
BRYN MAWR, PA.
July 2 1949
"Careful Handling" and "Quality"

Franklin Distributors Inc.
1420 North Paxon Street
Philadelphia 31 Pa.

Mr. Ross P. Skillern

Gentlemen:

We have been using "Life" for nearly a year. When it was first offered to us we were somewhat skeptical of the claims made for it, but are now convinced that it is a worth while product and that there are distinct advantages in its use. We are using it on white shirts.

We iron our shirts by the Pilter system which is designed to give fast production. Because of the speed involved it is necessary to have all conditions as nearly correct as possible in order to insure work that will have a pleasing and satisfactory appearance. We have found that "Life" adds materially to this satisfactory appearance of the shirts. Its water repellent qualities add to its desirability.

We use one pint to about seventy five pounds of shirts, putting it into the last rinse.

Very truly yours
The Wilson Laundry Co.
M. P. Burlingame
M. P. Burlingame Mgr.

The use of "Life" on washable fabrics intensifies color, beauty, and quality. It improves texture, and reduces linting, thereby lengthening fabric life up to 100%.

"Life" promotes easier, more economical laundering. It curtails deep-seated soiling and staining. Washing formula time, supplies, and water may be reduced. Pressing time is also cut. Jamming and sticking on presses and rollers is eliminated, even with starched fabrics.

Find out for yourself how "Life" can cut costs and improve the quality of your work. Write for details today!

FRANKLIN RESEARCH CO.
5124 LANCASTER AVENUE • PHILADELPHIA 31, PA.
A full line of maintenance materials

For modern machines use PRESSTITE — American PRESSTITE* Connectors are specially designed for modern laundry and pressing machines. They are made with the same type of flexible seamless corrugated bronze tubing that we regularly furnish to the pressing machine manufacturers. No seams, joints, welds or packing. Practically no maintenance. Easy to install; no special tools required.

For your old machines with swing joints use STEAMTITE — Make your old presses easier and faster to operate by equipping them with American STEAMTITE** Connectors. Remove the rigid steam pipe and swing joint—then install STEAMTITE Connectors. It's that simple.

Ask for descriptive bulletin L-173 — Bulletin L-173 clearly describes and illustrates American PRESSTITE and STEAMTITE Connectors and contains a listing of manufacturers' press model numbers to help you order connectors correctly. For your copy write The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada, The Canadian Fairbanks-Morse Co., Ltd.

ANACONDA

Wherever connectors must move... American

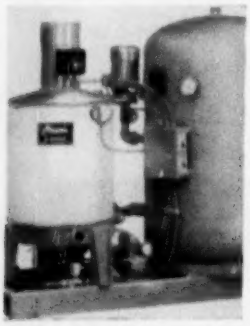
FLEXIBLE METAL HOSE AND TUBING

*Trademark, Reg. U. S. Pat. Off.

attacked problems of boiler steel embrittlement, scale, corrosion and the effects of oxygen, dissolved oxygen and silica on boiler water performance. Techniques that permit precision control of water chemistry, and the use of potassium water conditioning, are among their wartime and post-war accomplishments. ●

New Water Heater

A new industrial water heater, with a capacity of 600 gallons per hour at 80° F. temperature rise, has been announced by the Clayton Manufacturing Company, El Monte, California, builders of steam generators for the past 25 years.



Utilizing a high velocity, forced circulation principle, the water heater has a guaranteed thermal efficiency of 75%, oil or gas fired. All controls are fully automatic, including a high-temperature safety cut-off. Simultaneous delivery of hot water at two different temperatures is obtained by means of a special blending assembly.

Designed for a wide variety of applications, the water heater stands five feet high, and requires a space five feet by three feet. The 140-gallon, fully insulated storage tank is an integral part of the unit.

No erection equipment is necessary. The heater is delivered complete with automatic controls, circulating pump, burner, and safety valve, ready to operate after being connected. ●

Hoffman Press Contest

A total of 868 contestants entered old-time pressing machines in the contest recently conducted by the U. S. Hoffman Machinery Corporation to discover "the oldest Hoffman press still in active service." Company officials expressed amazement at the number of "old-timers" which the offer of $500 first prize and four $100 runner-up prizes helped to bring out.

George E. Bowdoin, Hoffman vice-president, congratulates Mrs. Moore

Winner of the $500 first prize was Mrs. Ida Moore, owner of "The Press Shop" in Deadwood, South Dakota, for her entry of a Model AA machine bought originally in 1911. Mrs. Moore conducts a combination pressing and ladies' tailor business in her modest shop and was pressing at the machine when notified of her prize award.

Considerable coaxing on the part of E. C. Carlson, Minneapolis representative for Hoffman, finally influenced Mrs. Moore to part with "Sara," as she affectionately called her press. She accepted an invitation to accompany "Sara" to Chicago, as a guest of Hoffman at its booths in the recent NICD convention.

Before taking delivery of a new 38" Hoffman machine, Mrs. Moore's parting tribute to the old press (which she insisted would have "lasted her the rest of her life") was to write on its buck "My Sara, gone but not forgotten."

Two other Model AA machines, of later serial number than Mrs. Moore's, won second and third prizes of $100 for their owners. Fourth and fifth awards of $100 apiece have been paid to two owners of Model 3A presses built in 1913. ●

Portable Addresser

The Heyer Corporation, 1850 S. Kostner Ave., Chicago, has introduced a new portable addresser. It is said to assure easy operation and maintenance even in the hands of a beginner. The addresser loads and handles like a camera. About 250 addresses on a master spirit roll are quickly inserted into the compact machine. Fluid is stored in an easy-to-fill cartridge wick which stays wet for a full run. One smooth motion applies fluid to the envelope or card and prints the address, and each address is said to be good for 100 or more impressions. ●

Kohnstamm Honors Borsdorff

Dinner celebrating 70th birthday of William F. Borsdorff was sponsored by fellow members of Kohnstamm's New York Metropolitan Sales Division. From center front, reading left around table: Mr. Borsdorff; William A. Schnakenberg, sales manager, Eastern Division; N. R. Hoffman, advertising manager; Paul L. Kohnstamm; Emory Bradley; Robert Wiesman; David Gordon; Abe Ziegler; Harold Schappert; Lewis Koch; Herman Goodman; Sidney Brasse; Harry Pauley, traffic manager; William S. Lynch, city sales service; Robert A. Phair, technical director, and Richard S. Carmel, vice president. On behalf of colleagues Mr. Schnakenberg, 50-year Kohnstamm man, presented guest of honor with fireside chair

●

GMC Appoints Kyes

The appointment of Roger M. Kyes as general manager of the GMC Truck & Coach division of General Motors was recently announced by C. E. Wilson, president. Mr. Kyes, assistant general manager of GMC Truck & Coach since last October, succeeds Morgan D. Douglas, who is taking a leave of absence because of his health.

Mr. Douglas has been with General Motors for 35 years. He served with the Chevrolet organization for 30 years, including 16 years as general parts and accessories manager, before his appointment as general manager of the GMC Truck & Coach division five years ago.

Mr. Kyes joined General Motors in August, 1948.

"Let me remove your Rust Stains!"

You will find me (RustGo) packed in a bottle that has the old fashioned hard rubber spout which has proven so satisfactory for many years.

Yes, I'm part of the Wilson family of modern dependable products. Due to my new dress, you'll find me more convenient than ever to apply.

You will also be interested to know that I'm bigger now by 2 oz. My total weight is now 20 oz. Still I'm the same price as heretofore. I am packed 1—3—6 and 12 to a carton.

Ask your jobber about me—a very good rust remover and a smart buy. Yes Sir!

—Ask your jobber—

A. L. WILSON CHEMICAL CO.
38 PASSAIC AVE., KEARNY, N. J.

FLATWORK needs just *one trip* through the ironer to come out smooth, wrinkle-free, and waveless when you glide it in on Gilmer Feed Ribbons. You'll save reruns and rehandling; turn out more bundles in less time.

And Gilmer Feed Ribbons help you build business. The finer, smoother flatwork you can turn out is sure to delight every customer.

Gilmer Feed Ribbons are made with absolute uniformity throughout—edges are perfectly straight—they carry work into the ironer straight and even. And Gilmer Feed Ribbons are woven of finest, long-wearing cotton to take plenty of use.

Cash in on the benefits of having Gilmer Feed Ribbons on your ironers—you can get them in all sizes, both endless and Clipper lace. Order a set from your supply house today!

BUY THROUGH YOUR GILMER DISTRIBUTOR

Gilmer
FEED RIBBONS

Backed by More Than a Quarter Century of Building Better Feed Ribbons

L. H. GILMER COMPANY
TACONY, PHILADELPHIA 35, PA.

Division of United States Rubber Company

and served as director of its central office procurement and schedules staff until his appointment to the GMC division in October, 1949. ●

Wood Joins Supply Company

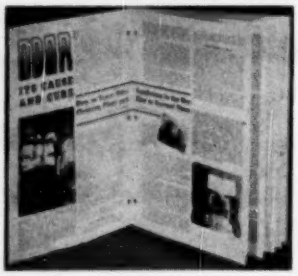
The Campbell-Frazier Supply Company of Kansas City, Missouri, who has served the launderers and cleaners in the states of Missouri and Kansas with a complete line of supplies and light equipment for the past 25 years, announces the addition of Gordon H. Wood to their sales department.

GORDON H. WOOD

Prior to his joining Campbell-Frazier, Wood was with a prominent chemical concern for 18 years, the past 10 being in Kansas City as district manager. He also supervised the Dallas and Denver district offices.

He is widely acquainted with the territory, and the experience gained from being associated with a national producer and distributor should well qualify him for his new position. ●

Odor Bulletin



Free reprints of R. R. Street & Company's technical bulletin #5288 on "Odor — Its Cause and Cure," are being offered upon application on company letterhead. Requests should be referred directly to R. R. Street & Co., Inc., 561 W. Monroe Street, Chicago 6, Illinois.

The bulletin was written by William Wilburn, a Street field technician, and first appeared in an article in the February, 1943, *National Cleaner & Dyer*. ●

Fletcher Anniversary Brochure

Fletcher Works, Inc., Glenwood Avenue and Second Street, Philadelphia 40, Pennsylvania, manufacturer of narrow fabric looms, textile extractors, chemical centrifugals, and throwing machinery, have just published a brochure on the 100th Anniversary of their founding. The brochure gives a brief resume of the firm's history, personnel and products. Copies are available upon request. ●

Controlled Expansion Joints

The Chicago Metal Hose Corporation, expansion joint division, 1306 South Third Avenue, Maywood, Ill., announce that expansion and contraction caused by temperature changes in pipelines may be controlled by

their packless, in-line, corrugated expansion joints. Joints are available in two types: controlled flexing joints with control rings for high pressure, and free-flexing joints without control rings for lower pressures. ●

Carman Moves Executive Offices

Carman & Co., Inc., have announced the removal of their New York branch and executive offices from 629 W. 27th Street, New York City, to 70 Summit St., Brooklyn 31, N. Y. ●

Hanson Joins Meese

It has been announced by W. G. Harris, president of Meese, Inc., Madison, Indiana, that Frank G. Hanson has been recently added to the sales organization. Mr. Hanson will travel directly out of the main office and will cover the territory comprised of the states of Ohio, Pennsylvania, Maryland, Delaware, Virginia, West Virginia, and North and South Carolina. He will work closely with Meese jobbers in promoting the sales of their Shamrock line of canvas baskets and trucks for laundry and textile accounts.

FRANK G. HANSON

Mr. Hanson was formerly with a large chain of dry goods department stores in an executive buyer capacity and more recently with a firm of sales agents for a large number of hosiery mills. ●

Hicks Joins Hammond

Raymond L. Hicks, formerly with a Waco, Texas, advertising agency, has recently joined the Hammond Laundry-Cleaning Machinery Co., also of Waco, as assistant sales manager and public relations man.

RAYMOND L. HICKS

Hicks worked for the agency while attending school at Baylor University, and during that time was account executive for the Hammond account. His new duties will also include working with the agency in planning campaigns and advertising production.

Hicks formerly lived in Dennison, Texas, before entering the service during the war. He majored in journalism and advertising at Baylor. ●

New Detergent

A mixture of surface active detergents which aid drycleaning by utilizing or activating the moisture

AUTO-LITE

TEMPERATURE INDICATORS

For your specific needs!

★ Low-cost protection . . . due to large, specialized production.

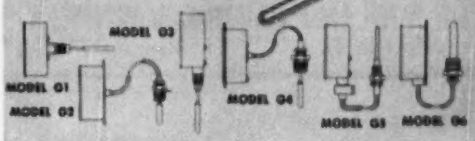
★ Precision-built indicators provide accurate temperature readings.

★ Wide selection of dial ranges to meet specific requirements.

★ 6 stock types available as shown.

MODEL "G"

Select the type that is best for your purpose. 3½" dial; evenly calibrated scales. Priced from $18.



MODEL "F-2"

This Auto-Lite dial indicating thermometer has solid liquid filled movement and evenly calibrated 4" dial. Available with flexible capillary tubing for remote reading. Priced from $22. Adjustable, electrical alarm contacts at small additional cost.

Drawing at left shows 3 positions at which Auto-Lite F-2 Thermometers may be mounted by simple screw adjustment.

THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO

THE ELECTRIC AUTO-LITE CO.,
Instrument and Gauge Division,
Toledo 1, Ohio

Please send your illustrated catalog, describing the various styles and types of Auto-Lite Indicating and Recording Thermometers.

NAME _____

COMPANY _____

ADDRESS _____ SS

(Indicate purpose for which thermometers are required.)

Repair holes, ruts, and broken floors quickly and easily with CLEVE-O-CEMENT.

Cleve-O-Cement can be applied by any handy man. No skill or special tools required. Adheres perfectly to surrounding concrete. Dries rock hard overnight, becomes 28 times harder than ordinary cement. Won't crack or crumble. Resists heat, cold, dampness, steam, oil, grease and most acids. Unexcelled for damp floors. Used in thousands of food and meat packing plants, cold rooms, bottling plants, refrigerators, laundries, dairies, and ice cream plants.

Your supply house can furnish promptly, or send for Illustrated Bulletin and Free Test Offer.

THE MIDLAND PAINT & VARNISH CO.

9123 RENO AVE. CLEVELAND 5, OHIO

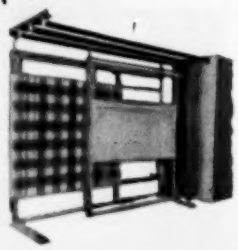
BLANKETMASTER

Blanket Washing Machine for quality blanket washing with no shrinkage.

Write for Bulletin 690

A "MASTER" Hopkins ENGINEERED PRODUCT

HOPKINS EQUIPMENT CO., HATFIELD, PA.



SQUAREWAY

Curtain and Blanket Stretcher for quick, accurate drying of curtains and blankets.

Write for Bulletin 206

normally present in cloth is now being marketed under the name of Strate by the Spix Products Company, 119 Dahlem Street, Pittsburgh 6, Pennsylvania.

The maker claims that the new product represents a new approach to the use of detergents in drycleaning. The preparation is used as it comes from the drum, and requires no mixing of stock solutions. ●

Zuckerberg to Visit Israel

Sam Zuckerberg, head of the Zuckerberg Company, a laundry specialties firm, left in mid-April for a seven-week trip to Israel, France and England.

SAM ZUCKERBERG

While in Israel, Mr. Zuckerberg, a co-chairman of the Cotton Goods Division of the Conference of Christians and Jews, plans an intensive visit to the Weizmann Institute of Science at Rehovoth, a project in which he has been interested for a number of years. He will also examine the possibilities of establishing a linen supply business in the new state.

Mr. Zuckerberg's stopover in England will be devoted to a study of English laundry methods and a visit to the British Industries Fair. ●

Long Garment Truck Bodies

For drycleaners handling long garments such as dresses, coats, evening gowns, etc., the Standard Body division of the Herman Body Company, 4400 Clayton Avenue, St. Louis, Mo., is offering Herman standard retail delivery truck bodies equipped with "long garment wells." When inserted in a standard 58-inch high body, the 14-inch wells provide hanging sections 72 inches high. Well area sizes from 9 × 24 inches to 19½ × 30 inches are available. The feature is said to eliminate wrinkling and soilage due to garments dragging on the truck floor.

Details and prices may be obtained from local truck body dealers. ●

Hungerford & Terry Name Porter

Hungerford & Terry, Inc., Clayton, New Jersey, manufacturers of water treating plants, announce the appointment of Lyle B. Porter of Rockford, Illinois, as their representative in the Northern Illinois-Eastern Iowa district. Mr. Porter has had many years of experience in water conditioning work, and comes to Hungerford & Terry well qualified to handle their work. ●

Industrial Fluorescent Lighting Fixtures

Equipped with two 75-watt Slimline fluorescent lamps which are instant-starting, the new eight-foot HFFS-

296 fluorescent lighting fixture, introduced by Sylvania Electric Products Inc., is designed for continuous row mounting in industrial areas. The fixture utilizes two four-foot reflectors instead of one reflector running the entire length of the unit, so that one man can handle maintenance operations despite the overall length of the fixture. Utilizing two 40-watt single pin instant-start fluorescent lamps and one reflector, the HFFS-248 is a companion unit intended primarily for finishing out a row of the eight-foot fixtures. ●

Rubber Pail

Said to be practically indestructible, this new Ace-Hide three-gallon chemical pail is claimed to add greater safety to the handling of virtually any type of corrosive solution. Ace-Hide, according to its makers, the American Hard Rubber Company, 11 Mercer Street, New York 13, N. Y., is a new, tough, resilient, high-styrene, copolymer rubber that provides an excellent combination of light weight, corrosion resistance and strength.

It is stated that the pail will not chip or crack. Because chemicals cannot penetrate the impervious surface, the pail is easy to clean.

A feature of the new pail is its carefully designed pouring spout which virtually eliminates costly, dangerous drip and keeps the corrosive chemicals from running down the sides of the pail. It pours an easily directed stream, making it possible to pour directly into narrow-necked vessels. ●

Product Name Changed

The L. Behrstock Co., Chicago manufacturers of the Gross Star aluminum grid plate, have announced a change in the name of the companion product, Gross Star screen asbestos pads.

According to a statement from Leo Behrstock, founder of the firm, the word "Protector" has been added to the complete name. "This," says Mr. Behrstock, "is in keeping with the actual function of the item as it is being used today."

The Gross Star pad protector is intended to replace copper screen for use in prolonging the life of cotton, rubber or metal padding. ●

Fur Cleaning Brush

A new piece of equipment called Brush-O-Matic has been made available by the Reliable Machine Works, 238 Eagle Street, Brooklyn 22, N. Y. It is said to improve quality of fur cleaning and cut operating time, add to the luster of garments cleaned, and help remove excess sawdust from the fur. It is made up of a special assembly of brushes which may easily be attached to the lifting members in any fur drum. ●

Promotional Program Offered

Home & Industrial Research, Inc., of Grand Rapids, Michigan, is now offering its "Careful Dan" promotion as a national syndicated advertising program on an exclusive territory basis. The program is based on cartoons of "the perfect route salesman." The program features a weekly newspaper mat service available in four, 13, 26, 39, or 52-week units, each with mat designed to occupy a space two columns wide by six inches deep, including space for a catch line and signature of the user.

The service also provides electros for use in printing

How To Get

WORK CLOTHES CLEANER

with Oakite Penetrant

HEAVILY soiled, grease-soaked work clothes such as overalls, jumpers and the like, come out cleaner when you use Oakite Penetrant in the break.

Add a small quantity to your load and see how quickly . . . how thoroughly the fast wetting-out and deep penetrating action of Oakite Penetrant goes to work on grease, oil, grime and perspiration.

By removing the bulk of the grime in the break with scientifically formulated Oakite Penetrant your subsequent sudsing operations call for less soap.

You can learn more about Oakite Penetrant by sending for a FREE copy of "9 Oakite Soap-Saving Washroom Formulae." Here, too, you will find several valuable suggestions for saving soap in sudsing and bleach operations, as well as interesting data on conditioning laundry wheels for peak performance. Additional information on cleaning open and closed type heat reclaimer units is also included in this 8-page manual.

Send for your FREE copy today! No obligation! Oakite Products, Inc., 22B Thames Street, New York 6, New York.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

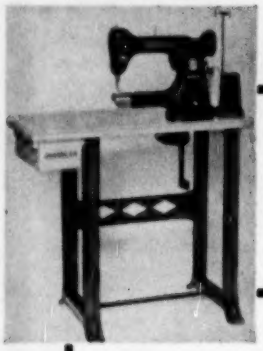
Save time
CUT COSTS...
BUILD GOODWILL
MEND WITH FABRIT

Fabrit does a permanent mending job that will withstand strong soap and repeated laundering and drycleaning. Just iron-it-on . . . no rough thread to chafe . . . available in 10 sunfast tubfast colors. Contact your jobber or write for full details.

MADISON PRODUCTS CO., Toledo 2, Ohio

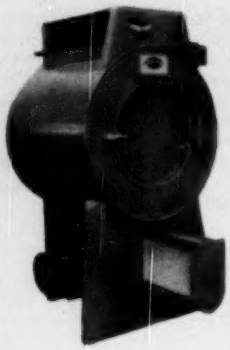
DARN IT!

An all purpose mending unit for repairing



Shirts • Socks
Towels • Coats
Aprons • Linens
and Laundry Nets

Electrically operated
Easy to use—reasonably priced
Write for Details
CHANDLER MACHINE CO.
P. O. Box 426 Ayer—Mass.



PERRY TUMBLERS
Standard Equipment:
LINT SCREEN DRAWER, ideally located for efficient operation
2 MOTORS, one for fan, one for cylinder
Sizes 24" and 30"
No noisy clutch or troublesome chain
WRITE E. J.
PERRY CORPORATION
Fall River, Massachusetts

such items as shirt bands, bundle inserts, garment bags, post cards, blotters and other printed matter. In addition, recorded radio transcriptions and singing commercials are available for spot announcements.

The service is said to have been used throughout Michigan for more than a year, and is producing extremely satisfactory results. ●

Callaway Names Fortenbach

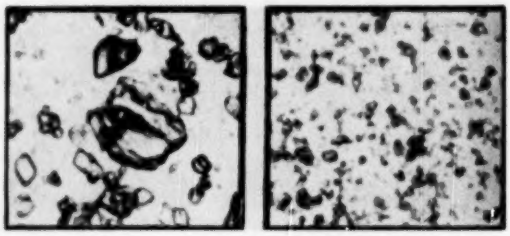
R. J. FORTENBACH

R. D. Williams, Jr., president of Callaway Mills, Inc. has announced the appointment of Raymond J. Fortenbach as sales representative for the Rockweave laundry textile division.

Mr. Fortenbach, who brings to the Callaway organization many years of experience in the laundry and cleaning industry, will represent the Callaway organization in the southwestern states. ●

Improved Sour Formula

Johnson Chemical Industries, Inc., manufacturers of laundry and drycleaning chemicals, have developed an



Left: New sodium acid fluoride at a magnification of 40 diameters. Right: Old process sour under similar enlargement shows dustiness

improved formula for their Superclear sour. R. V. Johnson, president, pointed out that Superclear does not have the dustiness nor the caking often found in this type sour. A new manufacturing process eliminates these undesirable qualities.

In the photomicrograph at right, the old process re-

WHO? IS THIS FAMOUS SOUTHERNER

He was a tall thin Presbyterian; a democrat, lawyer, congressman and senator. He was born at "Crawford House" in a pioneer settlement on the disputed border of two southern states. His parents were Irish; his mother's maiden name was Elizabeth Hutchinson. He resigned from the United States Senate to become a Supreme Court Judge of Tennessee; was a general in the Army, a state governor and a Free-mason. At different times, two men, Dickenson and Lawrence, tried to take his life. He was married twice to the same woman (Rachel D. Robards of Virginia) but never divorced. He has no children of his own but adopted a son. Although elected to high office by the people of the United States in 1824, due to the law was defeated by the House. He died in Tennessee at the age of 78. WHO IS HE? SEND US THE CORRECT ANSWER AND RECEIVE A PRESENT FROM US.

(Watch this ad for the answer next month. Last month it was Senator Walter George)

James E. Cox Co. 723 Ponce de Leon Pl. N.E., Atlanta, Ga., Phone—Vernon 9661

Distributors of Machinery & Supplies in the South

JIM COX

sults in dustiness caused by the fine particles and caking resulting from the non-uniformity of the particles. By the new Superclear process shown in microscopic proportion, the particles are both large and uniform in size. Mr. Johnson stated that this improvement will be immediately apparent in souring results when used in any type of laundry.

Further information may be obtained by writing Johnson Chemical Industries, Inc., Chemical Road, Baltimore 26, Maryland. ●

Beach Appoints Fulton

K. E. FULTON

The Beach Soap Company of Lawrence, Massachusetts, has appointed K. E. (Ken) Fulton as its representative in Pennsylvania and southern New Jersey. Ken has had excellent training in both commercial and institutional laundering and is well qualified to give technical service on washroom problems.

Fulton's headquarters will be 501 East Gorgas Lane, Philadelphia, and he will sell and service the company's line of flake soaps, complete soaps and Fluorium, its new laundry supply. ●

Spotting Chart

A complete spotting chart is being offered by the Merson Products Company, 63 Essex Street, Jersey City, New Jersey. The chart is said to simplify stain recognition and suggests the most efficient procedure to remove the stains. Paper charts are available to all cleaners who request them on company letterheads. Cardboard charts are supplied free with each Merson Spotting Kit.

The kit includes such tools as brushes, spatula, cheesecloth, sponge, funnel, measuring glass, etc., and 14 pour-top bottles. ●

Clinton Names Stansbury

Charles W. Metcalf, president of Clinton Foods Inc., has announced the appointment of H. H. Stansbury as

FASTER LAUNDRY WRAPPING

with the IDEAL CLIP-A-TAPE automatic

Gummed Tape Machine

- Designed for hard usage in laundries.
- Measures and moistens any length up to 36".
- Handles any width up to 3".
- Aluminum and Stainless Steel—for rust prevention!

IDEAL STENCIL MACHINE CO.
109 Iowa Ave., Belleville, Ill.

Just send this ad clipped to your letterhead for complete details.

For Over 25 Years the DEPENDABLE FAVORITE of Wise Laundrymen

LONGBOY

★ *The Finest Cotton* **Laundry Net** *Made!*

"LOOK FOR THE GOLD STRIPE"

Test Longboy in *your* plant—check its longer life and greater strength by the easy-to-identify Gold Stripe.

Manufactured by the Makers of
PLASTYLON NYLON
Laundry Nets and Press Covers and Pads
"Scientifically Plasticized"

CARSON TEXTILE CO., INC.
One Porter Street • Philadelphia 48, Pa.

Sold by Leading Jobbers in All Territories

— insure clothes harmony in your wash loads.

Original time-tested formulas guarantee SPARKLING BRILLIANCE . . . COMPLETE RINSIBILITY . . . EVEN DISTRIBUTION and UNIFORM QUALITY. Choose the blue best adapted to your particular needs.

SOLBLUE . . . all purpose
SUNBEAM . . . non sour
SEABLUE . . . sour
HYWHITE . . . all purpose

Order from your jobber, or direct Dept. S.6

LEWIS NATIONAL CORP.
29 SLEEPER ST. BOSTON 10, MASS.

BOCK
EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

Resillo
PRESS PADS
Resillo, Porlux, Champion, Permapads, Round-the-Bunch, Standard, Flamenol

OVER 1000 SIZES AND SHAPES TO FIT EVERY PRESSING MACHINE

RESILLO COMPANY
2328 W. NELSON ST. CHICAGO 18

public relations director of the company, manufacturers of Clinton starches, and subsidiary divisions.

Stansbury, former editor of *The Capitol Daily*, of Washington, D. C., spent twelve years reporting for newspapers in New York, Washington, Europe and South America before taking up public relations work in New York. Starting as chief of press relations for the National Association of Manufacturers in 1940, he became a partner in a public relations firm three years later. In 1947 he joined the executive staff of the Institute of Public Relations. ●

Tingue, Brown Promotes Shaw

ROBERT W. SHAW

At the annual meeting of the Board of Directors, held at the home office of Tingue, Brown & Co., in New York, Robert W. Shaw was elected assistant vice-president.

Mr. Shaw started with the Chicago office of the company in 1937, entered military service in July 1942, serving with the 8th Air Force, Heavy Bombardment, as a Flight Commander, and was released in November, 1945. In addition to sales supervision, he will specialize in the development of new products for the industry. ●

Lamb Made District Manager

CHARLES R. LAMB

Charles R. Lamb, senior engineer with the Sanitone division of Emery Industries, Inc., has been appointed district manager, to supervise activities of all Sanitone engineers operating in the Midwest, the company stated in a recent announcement.

Lamb, a graduate of the University of Cincinnati, joined Sanitone in 1945 as a junior engineer. Previously he had been associated with a Cincinnati utility company. ●

Overmeyer Appointed by Drew

Dr. F. H. Guernsey, manager of the chemical specialties division, E. F. Drew & Co., Inc., of New York City, has announced that Dudley R. Overmeyer has been appointed field sales representative of the Westchester-Bronx area in New York City.

Mr. Overmeyer was formerly sales office manager of the chemical specialties division and has had wide experience in both the laundry and dryeleaning fields. He will sell and demonstrate Drew products to the

laundry trade in the Westchester-Bronx area and will operate out of the general offices of the company in New York City. ●

Durkin Joins Kliegman

RAYMOND F. DURKIN

After having spent the last several years in another business, Raymond F. Durkin has returned to the laundry and dry-cleaning supply field as assistant to Bill Kamins, sales manager of Kliegman Brothers, Inc.

Ray began his career in this field in 1916. He is well remembered as past president of the Laundry and Dry Cleaning Supply Credit Protective Association, of which he was instrumental in organizing. His wealth of knowledge of the problems of the industry from the executive, credit, and sales departments, are well known by those who have been in close contact with him over the years. ●

Book Review

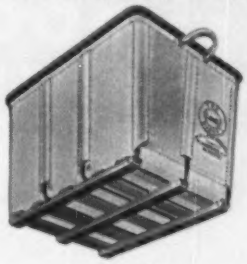
How to Organize and Operate a Small Business. By Pearce C. Kelley and Kenneth Lawyer. Prentice-Hall, New York. $6.65.

Pearce C. Kelley, Associate Professor of Marketing, University of Mississippi, and Kenneth Lawyer, Professor of Marketing and Merchandising, Western Reserve University, have written a textbook for the person who has not selected his life's work.

The first three chapters are devoted to showing the importance of small business in our economic system, the advantages and disadvantages of business ownership, and the essential requirements, both mental and financial, for success as a small-business operator. The remainder of the book discusses the application of modern business techniques to small business. The

"It isn't everyday a washman inherits a million dollars, Joe. I wouldn't want you to buy me out without a lot of thought. You think it over for, say . . . . five minutes!"

why load down the help with pounds of dead weight when



Style 45
Plant, Delivery Truck and Flat Work Type

LANE

Canvas Baskets

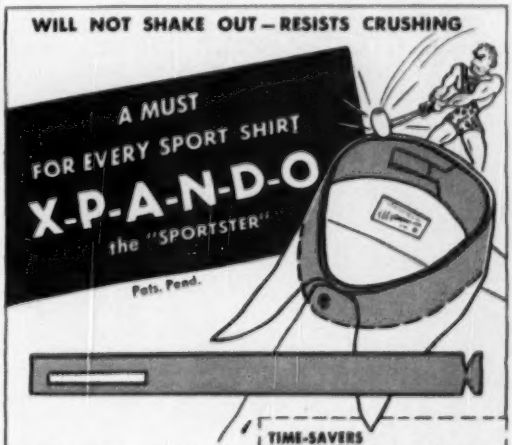
are
so light to handle
yet
so strong—so long lived.

Stocked from coast to coast.

Ask your supply-man.

W. T. LANE & BROS., Inc.
Manufacturers
Poughkeepsie, N. Y.

WILL NOT SHAKE OUT—RESISTS CRUSHING



Makes Sport Shirt and Non-Starched collars look respectable.

●

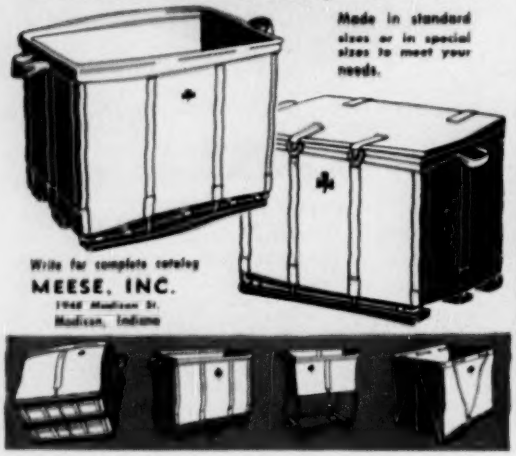
EXPANDS TO FIT ANY COLLAR FROM SIZES 13½" to 17½"

TIME-SAVERS
83-99 Walnut St., Montclair, N.J.
Please send samples of X-P-A-N-D-O collar supports.
☐ Copy of Time Savers Catalogue
Name _____
Firm Name _____
Address _____
City _____ State _____
Name of Jobber _____

TIME SAVERS
83-99 Walnut St • Montclair N J

takes more to make a
SHAMROCK
...but they wear...and WEAR!

Canvas Baskets, Hampers, Trucks



Made in standard sizes or in special sizes to meet your needs.

Write for complete catalog
MEESE, INC.
1948 Madison St.
Madison, Indiana

CALGON IS A TOP QUALITY PRODUCT, says JACK STRANGE, of THE H. SWIKERT COMPANY, INC., Louisville, Ky.

Jack's customers agree that Calgon® is a good product. When you're after high-quality results, you need Calgon to get whiter whites, brighter colors—better results from every ingredient in your washing formula. Jack Strange sells laundries, cleaners, hotels and institutions in Southern Indiana, Kentucky, West Virginia, and Ohio . . . has been in the business 25 years. For quality work Jack recommends CALGON!

CALGON, INC.
HAGAN BUILDING, PITTSBURGH 30, PA.

BUY KD Pin Carriers and Sorting Bars

The dependable low cost system for better marking.

Write for free catalog today.

Other K-D Products
- Net Pins
- Marking Pins
- Grignet-Nylon Net Closures
- Overall Tags
- Numbering Sets

Sold By Jobbers Everywhere

KD THE KEYES-DAVIS COMPANY
110 14th St. Battle Creek, Michigan

authors use merchandising, service industries, and small manufacturing as examples of the proper and full use of these methods.

This volume has some information for the person who is already engaged in business, but its main purpose is to serve as a guide and reference for the college student who is attempting to evaluate himself and the possibilities of working for himself or working for others. ●

AWARD WINNERS

WARNER B. CASHEN of the Imperial Laundry Service, Cincinnati, Ohio, has been named winner of the American Institute of Laundering Presidents and Directors Club award for 1949. The award, a cash prize,

WARNER B. CASHEN

HERBERT E. BEATTIE, JR.

is made to the student with the highest grades in the AIL School of Laundry Management Junior Management Course.

Herbert E. Beattie, Jr., of the Community Laundry, Drexel Hill, Pennsylvania, won the second place award.

Cashen started in the laundry industry with the Cape Cod Laundry Company, West Yarmouth, Massachusetts. He was sponsored at the school by the Acme Laundry Company, Chatham, Massachusetts, and is currently superintendent at the Imperial Laundry Service. He is a graduate of Brown University.

Beattie has had all of his laundry experience with the Community Laundry. He holds a Bachelor of Science degree in commerce from the Drexel Institute of Technology, Philadelphia. Both award winners are World War II veterans.

The President and Directors Club is composed of laundryowners who have served as Presidents and Directors of AIL. ●

TIME FOR LIVING ON TV

THE Connecticut Laundryowners Association announces that for the first time in that state, the laundry industry was featured on television for a half-hour program. The industry film, "Time for Living," was shown over WNHC-TV in New Haven on March 29. Much of the credit for the showing is given to the Laundry Council of New Haven who spark-plugged the idea from the beginning.

The cost of the presentation was met through contributions of all the local laundry associations in the state as well as the parent organization.

The television use of the film is said to have met with gratifying response in other cities. ●

CONVENTION CALENDAR

Laundry & Cleaners Allied Trades Association
Laundry & Dry Cleaners Machinery Manufacturers Association
Hotel Moraine-on-the-Lake
Highland Park, Illinois
May 17-19, 1950

Oregon State Laundryowners Association
Gearhart Hotel
Gearhart, Oregon
May 18-20, 1950

Minnesota, North Dakota, South Dakota, Wisconsin
Four-State Convention
Plankinton Hotel
Milwaukee, Wisconsin
May 19-20, 1950

Montana Laundryowners & Dry Cleaners Association
Hotel Rainbow
Great Falls, Montana
May 19-20, 1950

Idaho State Launderers & Dry Cleaners Assn.
Shore Lodge
McCall, Idaho
May 19-21, 1950

Md., D. of C., and Va. Laundryowners Association
The Homestead
Hot Springs, Virginia
May 25-27, 1950

Canadian Research Institute of Launderers & Cleaners
Royal Alexandra Hotel
Winnipeg, Canada
May 28-30, 1950

California Laundryowners Assn.
Santa Barbara Biltmore Hotel
Santa Barbara, California
May 31-June 3, 1950

(Continued on page 94)

"Just a minute, Danny. Let me try it for size."

Amazing Drying Speed...
THE HAMMOND TUMBLER

Hammond Tumblers are the speed kings of modern laundry dryers. Ask any Hammond Tumbler owner—They know. So modern in every respect—that the Hammond Tumbler is far ahead of other tumblers. Your plant is not complete without the services of Hammond Tumblers. Write today for further details. Waco, Texas.

HAMMOND
LAUNDRY-CLEANING MACHINERY CO.

GOLD LINE — HAVE A THREAD OF GOLD — QUALITY FABRICS
the *Guiding Light* to SUPERIOR LAUNDRY FABRICS
Write, Wire or Phone Collect
TINGUE, BROWN & CO.
723 East Washington Boulevard, Los Angeles 21, Calif. . . PRospect 6023
507 Bishop Street, N. W., Atlanta, Georgia . . . . . ATwood 3864
1227 Wabash Avenue, Chicago 5, Ill. . . . . HArrison 7-0083
116 East 23rd Street, New York 10, N. Y. . . . . GRamercy 5-1904

A NEW MILNOR PRODUCT!

New 30" Monel Cage Extractor
Available in Laundry & Dry Cleaning Models
Automatic Features Available
PELLERIN MILNOR CORP.
NEW ORLEANS, 18, LA. U. S. A.

BUSY TIME—IDLE TIME—OVER-TIME • • • • ALL DAY LONG!

The Servis Recorder shows every move your motor truck makes—when working and when standing, and how long—as shown on its chart (at left). Thus your motor truck writes its own story daily. You SEE all delays at a glance—and correct 'em! Save up to $500 a year per truck. Over 100,000 trucks now equipped. Money-saving booklet free. The Service Recorder Co., 1375 Euclid Avenue, Cleveland 15, Ohio.

The Servis Recorder
Keeps Motor Trucks Busy

WHY USE "K-122"?

(A SOAP ADDITIVE)

Ask the good Laundrymen who have been using it through the years for—

IMPROVED QUALITY WORK!

THE LAUNDRY CHEMICALS CO.

Division of The Kinsley Chemical Co.

4538 West 130th St., Cleveland 11, Ohio

SYNDICATE
Advertising Service
WRITE FOR FREE SAMPLE

—if you advertise in newspapers you should see the

LAUNDRY AND CLEANERS MAT SERVICE

This service gives you mats of illustrations drawn by leading artists. Each issue is carefully merchandised to cover seasonal promotions, with well written copy and layouts.

Plenty of hand-lettered headings and borders, as well as small "spot" cuts and photos!

If you are ready to advertise for increased business, this service can be useful to you.

Executives may write today for free samples, on your company letterhead, and state your title.

(Because of the large cost of each sample, letters from individuals and postcard requests cannot be answered)

COMPANY .....

NAME .....

CITY .....

Mail to **VINCENT EDWARDS & CO.**
World's largest advertising service organization
342 Madison Avenue **New York City**

Florida Institute of Laundering and Cleaning
Soreno Hotel
St. Petersburg, Florida
June 9-11, 1950

New York Laundryowners Association
Fall Conference
Saranac Inn
Saranac, New York
September 29-October 1, 1950

American Institute of Laundering
Annual Convention and Exhibit
Boston, Massachusetts
October 7-9, 1950

Obituaries

J. Frank James, former proprietor of the Manchester Steam Laundry, Manchester, New Hampshire, died on March 14 after a long illness. He retired from operation of the laundry in 1935. His survivors include two nephews.

Joseph W. Laverty, 47, president of the National Association of Institutional Laundry Managers, died on April 13. He was a former president of the New England Institutional Laundry Managers' Association and, at the time of his death, was affiliated with the Children's Medical Center in Boston, Massachusetts. He served as president of the New England Association for two years.

Victor L. Keys, 47, executive secretary for over 20 years of the Ohio State Association of Dyers and Cleaners, died on April 2. He is survived by his wife, a son, and his mother.

Lawrence H. McDowell, 71, former owner and operator of McDowell's Laundry in Butler, Pennsylvania, died on April 11. He retired from laundry operation about 10 years ago. He was a member of the Spanish-American War Veterans organization, the IOOF lodge and the Knights of Pythias. He is survived by a daughter, two sons, and a brother.

Raymond T. Nelson, 57, president and general manager of the Peerless Laundry Services, Ltd., Los Angeles, California, died on March 7. He had been associated with the Peerless organization for 37 years. He was a Mason, member of the Los Angeles Rotary Club, and the Wilshire Country Club. He is survived by his wife, a daughter, a brother, and two sisters.

Dean S. Steffe, 62, owner of the Home Laundry, Albion, Michigan, died on April 16. He established his business in 1924. Funeral services were held on April 19 under the auspices of the Masonic Order.

James H. Tansey, president and treasurer of the Tansey Laundry Company, Lynn, Massachusetts, died on March 6 after a short illness. He entered the laundry business 25 years ago.

He was a member of the Knights of Columbus, the Elks, and the Lynn Kiwanis Club. He is survived by his wife and two brothers.

Morton Harry Workman, 59, co-owner of the City Laundry & Dry Cleaning Company of Bryan, Ohio, died on March 18. He was a Mason, a Shriner, a member of the American Legion and the Veterans of Foreign Wars, and belonged to the Loyal Order of Moose. He is survived by his wife, a son, a daughter, and a brother.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—$2.00 (new or repeat).
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LAUNDRY PLANTS and **DRYCLEANING PLANTS.** 100% **PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel REpublic 9-3016. 4646-2

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"ALL PURPOSE" LABELS for Sales—Service—Production. Ask for literature. Garrison Advertising Co., 1607 Guilford Avenue, Baltimore 2, Md. 8064-8

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By the Largest Company Specializing in Rebuilt Laundry Machinery

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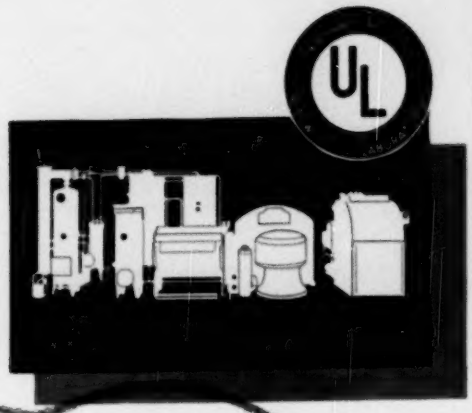

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